

SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

Hygiene

Editorial contact for this feature is

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Deadline for editorial submission Friday, May 7th.

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant.*

Hygiene has never been more important, with the pandemic putting cleanliness top of the agenda as government messaging continues to encourage the public to maintain clean hands and surfaces. In this feature we'll look at the role hygiene plays in Scottish c-stores. We would welcome comments on the following:

For hygiene brands

- How would you assess the performance of hygiene products in Scottish c-stores? How has the pandemic affected category trends? Do you expect these trends to continue as lockdown restrictions ease?
- What hygiene lines would you consider to be 'must stocks' in a c-stores range?
- How important are recognizable brands to hygiene success in convenience?
- What merchandising advice can you offer retailers, particularly those who may be operating with limited space? What pack formats perform well in convenience? What are the benefits of PMPs?
- Do you have any NPD/campaigns you would like to shout about?

For trade suppliers

- What kind of hygiene solutions can you offer retailers? How can you help retailers to ensure their store environment is clean and Covid safe?
- How important is store hygiene to shoppers, particularly as we emerge from Covid-19 lockdown restrictions?
- What are the key areas of in-store hygiene that retailers should pay close attention to?