

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

### Confectionery

Editorial contact for this feature is

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Deadline for editorial submission Friday, June 4th.

- *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.*

Confectionery is a top category in convenience for a reason and its popularity opens up opportunities for Scottish retailers. In this feature we'll look at the current trends within confectionery and ask what retailers can do to make sure they have the right offer for their store. We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores? What are the key trends that retailers should be aware of for 2021, especially those affecting the convenience retailing channel? How has the Covid-19 pandemic affected the confectionery category? Do you expect pandemic trends to continue as lockdown restrictions are eased?
- How does the convenience channel compare to the grocery channel in terms of confectionery performance? What lessons can convenience retailers learn from the multiples? What advantages do c-stores have over the competition?
- How are healthier confectionery options performing? Is there any evidence that the Covid pandemic has led consumers to seek out healthier options?
- What pack formats are proving popular in confectionery at the moment?
- What are the key shopper missions in the confectionery category? What can retailers do to cater to these missions?

- What merchandising/ranging advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?