

SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

Functional & Energy

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.*

Whether its consumers returning to their morning commute, or gym goers getting back to their normal routines, easing restrictions open up opportunities for functional and energy sales. In this feature we'll look at how retailers can ensure they've got the right offer to match the needs of their customers. We would welcome comments on the following:

- How would you assess the performance of functional and energy drinks 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 category? How do you expect trends to evolve as lockdown restrictions are eased?
- What does the convenience channel do well when it comes to ranging/merchandising functional/energy drinks in store? Where are the areas with potential for improvement? What do other channels do well and how could convenience improve in these areas?
- What pack formats are proving popular in functional/energy at the moment?
- What merchandising/ranging advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?