

SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

Nicotine

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.*

Tobacco legislation may have limited the range of cigarettes and tobacco in recent years, but the emergence of vaping as a force in convenience, as well as new nicotine alternatives, means there's still plenty for retailers to keep on top of. In this feature we'll look at the key trends within the category and ask how retailers can ensure they've got the perfect offer for their store. We would welcome comments on the following:

- How would you assess the performance of nicotine products (FMCG, RYO, E-liquids, Pouches etc.) in Scottish c-stores?
What are the key trends that retailers should be aware of for 2021, especially those affecting the convenience retailing channel? Do you expect category trends to shift as lockdown restrictions are eased?
- How important is value to nicotine performance in Scottish c-stores. While retailers are free to sell at any price, what are the advantages to selling at RRP?
- What pack formats are performing well at present? How has this changed (if at all) in recent years?
- What ranging/merchandising advice can you offer? How can retailers ensure they're making the most effective use of their gantry space? What about vaping products? How can retailers create an engaging display and ensure they have the right range for their customers?
- Do you have any NPD or campaigns you would like to shout about?