

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Bottled Water

Editorial contact for this feature is

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Deadline for editorial submission Friday, 30th July.

- *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.*

Health is high on the agenda and if consumers were unsure of the benefits of water, they were reminded by a high profile intervention from Cristiano Ronaldo during Euro 2020. In this feature, we'll look at how bottled water is performing in convenience and ask what retailers can do to improve the category's performance in their store. We would welcome comments on the following:

- What are the key trends in bottled water the moment? Where are the areas of growth (flavours, formats, sparkling etc.)? How do c-stores compare to their competitors in the multiples when it comes to bottled water? How did the pandemic affect bottled water's performance in convenience and is there evidence of changing consumer behaviour affecting sales as the nation unlocks?
- What are the key shopper missions for bottled water? What pack formats/flavours etc. are these customers seeking when they enter a convenience store? What steps can retailers take to ensure they are catering for these customers?
- Bottled water – and single-use plastics in general – have become a focus for environmental campaigners. What steps has your brand taken to reduce its impact on the natural world?
- What merchandising/ranging advice can you offer Scottish c-store retailers?

- Do you have any NPD/campaigns you would like to shout about?