

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Chocolate

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.*

Who doesn't love a bit of chocolate from time to time? The ever-popular category is a key category for c-stores, meaning it's crucial that retailers get it right. In this feature we'll look at category trends and ask what retailers can do to create the perfect chocolate offer for their store. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? What are the key trends retailers should be aware of? Where are the areas of growth and where do you see the category heading in the future? How did the pandemic affect category trends? How permanent do you think these changes will be? Are consumers reverting to old habits as restrictions ease?
- What are the key shopper missions driving chocolate sales in convenience stores? How can retailers set up their store to make sure they're catering for these shopper missions effectively?
- What are the key pack formats in chocolate at the moment? How important is the PMP to chocolate success? How can retailers strike a balance between demonstrating value while also maintaining margin?
- With health high on the agenda, how are healthier alternatives within chocolate performing? How have brands innovated in this regard?
- What merchandising/ranging advice can you offer Scottish c-store retailers?

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