

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Christmas Gifts

Editorial contact for this feature is

Matthew Lynas [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

Deadline for editorial submission Tuesday, August 31<sup>st</sup>.

- *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.*

It may still be summer in the UK, but Christmas will be here before we know it. Retailers and consumers will hope to make the most of the festive season this year – particularly following muted celebrations for many in 2020. In this feature we'll ask how retailers can ensure their store is set up to make the most of the opportunities Christmas provides. We would welcome comments on the following:

- What seasonal releases do you have planned for Christmas 2021? What trends are you looking to tap into with your festive range this year?
- How do you think customers will approach Christmas 2021? What shopper missions will drive sales of Christmas SKUs in the convenience channel and how can retailers ensure their store is set up to meet consumer demand?
- When should retailers start displaying Christmas products in store? What is a good timeline for introducing and expanding a Christmas range as the festive season draws nearer?
- This summer has seen retailers struggle with availability issues in some categories. What steps are you taking to ensure good availability for retailers in the convenience channel this Christmas? What steps should retailers take to ensure they've got the right products on shelf when they need them?
- How can retailers build some in-store theatre around their Christmas range? What merchandising advice can you offer? How much space do you think a c-store can

justifiably dedicate to Christmas products? How can stores that are limited on space ensure they have the right Christmas range for their store?

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