

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Free From

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Tuesday, August 31st.

- *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.*

Far from a flash in the pan, free from is a trend that turned into a staple across Scotland, with demand for these products showing no signs of waning. In this feature we'll look at how retailers can ensure they've got the right free from range for their store, from dairy free and vegan to gluten free and everything in between. We would welcome comments on the following:

- How would you assess the performance of free from products in the Scottish convenience channel? What are the key trends retailers should be aware of? Has the pandemic affected category trends and would you expect any changes to be maintained into the future? Where are the areas of growth?
- What pack formats are performing well? How important is price marking to free from? Sharing packs? Did the pandemic affect purchasing frequency/ volumes and if so, do you expect to see these trends continue?
- What shopper missions are driving sales of free from products in convenience? Who is buying free from products and how has this demographic evolved?
- What ranging/merchandising advice can you offer retailers looking to boost the performance of free from in their store?
- Do you have any NPD or campaigns you would like to shout about?