

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Nicotine

Editorial contact for this feature is

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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.*

Nicotine products are a cornerstone of many successful convenience store offers. In this feature we'll look at how retailers can ensure they've got the right range for their store and are communicating and selling this range in an effective but compliant manner. We would welcome comments on the following:

- What are the key nicotine trends that retailers should be aware of? How has the pandemic affected category trends and do you expect to see any changes to purchasing behaviour maintained as restrictions continue to ease?
- What are the key developments within the nicotine alternatives segments? How are innovations like pouches performing in the Scottish convenience channel? What customers are purchasing these products and how can retailers ensure their range is right for their store?
- How important is value to factory-made cigarette/RYO performance at present? What can retailers do to ensure they're offering customers the best value while at the same time maintaining reasonable margins? Who are the premium tobacco/cigarette customers? How much space should retailers continue to dedicate to these lines?
- What support/loyalty schemes/other trade resources can your brand/firm offer Scotland's retailers? How important is building a relationship with retailers to your brand and what steps are you taking to ensure your presence is felt on the ground in Scotland?

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