

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Winter Remedies

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.*

Winter is coming and with lockdown restrictions easing, the respite from winter ailments enjoyed by many in 2020 may be coming to an end. In this feature, we'll look at how retailers can make sure they've got the right winter remedies offer for their store. We would welcome comments on the following:

- How would you assess the performance of winter remedy products in the Scottish convenience channel? How does this compare to the multiples? Are there lessons the c-store channel could learn from grocery?
- What are the key trends within winter remedies that retailers should be aware of? How has the pandemic affected consumer behaviour in the category? How do you expect this to affect category performance/consumer demand this winter?
- What shopper missions drive the sale of winter remedies in the convenience channel? How can retailers ensure they are meeting this demand?
- What ranging/merchandising advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?