

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Biscuits and Cakes

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1st October

- *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.*

As consumers prepare for Christmas, many will be stocking up on biscuits and cakes to share at gatherings throughout the festive season. In this feature, we will look at how biscuits and cakes have been performing in the convenience channel and ask what retailers can do to improve category performance in their store. We would welcome comments on the following:

- How would you assess the performance of biscuits and cakes in convenience at the moment? How does this compare to lockdown numbers? Where are the areas for growth within the category?
- Which products are currently selling well? How has this changed since lockdown restrictions eased? What are the key trends that shoppers should be aware of? Has lockdown affected category trends and do you expect to see any changes continue into the future?
- What shopper missions drive biscuit and cake sales within convenience? How can retailers ensure they have a range that caters to customer demand?
- What pack sizes/formats are performing well in convenience at the moment? Have you altered your range to fit in with these trends?
- What plans do you have for the festive season? How can retailers ensure they're making the most of the seasonal uplift that Christmas provides?
- Do you have any NPD/campaigns you would like to shout about?