

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Christmas Confectionary

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.*

After a long holiday, Santa Claus will surely be getting ready for his biggest day of the year by now, but retailers are already hard at work serving the first of the Christmas shoppers. As Santa's little helpers load up his sleigh, retailers will no doubt be hoping to hear their tills ringing and confectionery sales could be key to Christmas success for many in convenience. In this feature we'll look at what brands have to offer the channel in 2021 and ask how retailers can make the most of their seasonal range. We would welcome comments on the following:

- What are the key trends for confectionery this Christmas? What kinds of products (flavours, pack sizes/formats, etc/) do you expect to perform well this festive period?
- What shopper missions drive confectionery sales over the festive period and how does this evolve as the big day draws near? How can retailers ensure they have the right balance in their range throughout the season to meet consumer demand?
- How can retailers build some in-store theatre around their Christmas offer? What support can your brand offer (POS? merchandising/ranging advice?)
- How confident are you of maintaining availability through the festive period? How has the HGV Driver crisis impacted on your supply chain? What steps have you taken to maintain availability at the best possible levels?
- How might Christmas 2021 differ from the heavily restricted celebrations of last year? What impact do you think restrictions easing will have on category performance and consumer demand?
- Do you have any NPD or campaigns you would like to shout about?