

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Filters, papers and lighters

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.*

Filters, papers and lighters all offer convenience retailers the chance to drive high margin sales. The switch made by many existing adult smokers to RYO, plus a boom in candle sales hasn't done any harm to the performance of these products either. In this feature we'll look at how retailers can make the most of what the category has to offer. We would welcome comments on the following:

- How would you assess the performance of filters, papers and lighters in Scottish stores at the moment? How have category trends evolved over lockdown and do you expect to see pandemic trends continue in the future?
- What can retailers do to better communicate their range of filters, papers and lighters to consumers? What support can brands offer in this area (advice, POS, etc.)?
- What shopper missions drive the sales of filters, papers and lighters in the convenience channel? How can retailers ensure they are catering to these shoppers effectively?
- What should retailers consider when ranging filters, papers and lighters? What's the core range that every store should cover and what additional SKUs/variants/formats are worth considering for those who want to go larger?
- Do you have any NPD or campaigns you would like to shout about?