SCOTTISH GROCER FEATURE SYNOPSIS
November 2021
Stocking up for Christmas

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.*

Following a Christmas of Covid restrictions in 2020, many consumers will be looking to celebrate even more this year – which presents an opportunity for convenience retailers. In this feature we'll look at the must stocks for Christmas and ask how retailers can ensure their store is fit for the festive season. We would welcome comments on the following:

- How are you preparing to cater to the increase in demand due to the easing of restrictions? What advice do you have for retailers to help cater for consumers this year?

- In your view, what are some of the key trends likely to be this Christmas? What do you expect will prove to be a festive hit? Are there any categories that come into their own that retailers should increase focus on?

- How should retailers merchandise Christmas stock in store? How much space should be dedicated to Christmas stock? How should this evolve over the festive period?

- How can retailers make the most of the seasonal opportunity without being left on the hook with excess festive variants in January? What approach would you recommend to stocking up on seasonal SKUs?

- How has the recent HGV driver crisis impacted on stock for Christmas? How can retailers best work around this issue? What steps have you taken to ensure the best possible availability this Christmas?

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