

SCOTTISH GROCER FEATURE SYNOPSIS

December 2021

2022 Must Stocks

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Friday 5th November

- *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.*

Despite the disruption of the past two years, many retailers Scotland's convenience sector has performed well and 2022 represents an opportunity to consolidate gains. To maintain the sales performance stores experienced during the pandemic will require retailers to create an offer that's right for their customers. In this feature, we would like to invite brands to comment on what they consider to be the 'must stocks' of 2022 and share the key trends they think retailers should be aware of. We would welcome comments on the following:

- What do you think will be the key trends of 2022? Are there any 2021 trends that you expect to carry through to the new year? Are there any emerging categories that could hit their stride next year?
- Which of your brands or services should retailers consider picking up in the new year? Any products we might not have seen before or ones that could make a comeback?
- How can retailers site these must stocks in store to help drive sales? How much space should retailers dedicate to NPD? Could retailers use the impulse occasion to help sell these must stocks?
- The consumer trend of the weekly 'big shop' appears to be ending with more frequent little shops taking over instead, how can retailers adapt to the change in shopping missions? Can we expect more of a return to pre-pandemic shopping habits? What lessons from the past two years can retailers take with them into 2022?
- Do you have any NPD/campaigns you would like to shout about?