

SCOTTISH GROCER FEATURE SYNOPSIS

December 2021

Veganuary

Editorial contact for this feature is

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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.*

Plant-based options are booming in the UK. A recent Oxford University study found that the amount of meat consumed in the UK each day has fallen by almost a fifth over the last decade, suggesting more and more consumers are reducing consumption or avoiding meat entirely. In this feature, we'll look at how Scotland's c-store retailers can capitalise on the now annual 'Veganuary' event, which is on-track to be bigger than ever in 2022. We would welcome comments on the following:

- How would assess the performance of meat-free alternatives in convenience at the moment? How does this compare to the grocery channel? Where are the areas of growth within the category?
- What kind of consumers are purchasing vegan options? How has this changed over the years? What's driving these purchases? (Non-human animal rights? Climate change? Health? A combination? Something else?)
- What advice can you offer retailers who may be dabbling with meat-free alternatives for the first time? What ranging advice can you offer retailers working with limited space?
- How can retailers turn 'veganuary' into an event in their store? What can they do across social media to drive engagement? Any tips for building instore theatre?
- Do you have any NPD/campaigns you would like to shout about?