

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Bottled Water

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Monday, 29th 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.*

The pandemic may have flipped trends on their heads across categories, but with 2022 looking like it could be a lot more normal (fingers crossed), it's the perfect time to take stock. In this feature we'll look at the key category trends within bottled water and ask what retailers can do to capitalise on these. We would welcome comments on the following:

- How would you assess the performance of bottled water in convenience? Where are the areas of growth? What are the key trends retailers should be aware of?
- How did pandemic trends affect the category and do you expect to see a return to more 'normal' purchasing habits this year?
- What shopper missions are driving bottled water sales in the convenience channel at present? How can retailers ensure they have the right offer to cater to these missions?
- What steps are you taking to improve your brand's eco-credentials? In the wake of COP26 in Glasgow, how important do you think sustainability is to Scottish consumers? What are you doing to communicate your sustainability focused activities to consumers?
- How can retailers use their bottled water range to generate link sales/boost basket spend?
- What ranging/merchandising advice can you offer Scottish convenience retailers?
- Do you have any NPD/campaigns you want to shout about?