

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Healthy snacking

Editorial contact for this feature is

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

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.*

New Year's resolutions or Veganuary, no matter the way consumers look to commit to better lifestyles, retailers are in a prime position to offer healthier options in their stores. In this feature we will look at how retailers in the Scottish convenience channel can capitalise on the healthier options for their in-store selection. We would welcome comments on the following:

- How would you assess the performance of healthy snacks in convenience? Where are the areas of growth? What are the key trends retailers need to be aware of?
- What kind of consumers is choosing healthier snacks? Has this changed in recent years? How can retailers generate footfall to drive healthy snacks in-store?
- How can retailers capitalise on New Year's or other events such as Veganuary to help drive sales of healthy snacks in store? How should retailers merchandise this category to drive sales? How should healthier snacks be stocked? (With other snacks or in their own section?)
- What pack formats are performing well in healthy snacking? How important is perceived value to healthy snacking as compared to the snacking/confectionary more generally? Are consumers willing to pay more of a premium for healthier options?
- What are the must-stocks for this category? How can retailers ensure they are stocking the right range to match customer demand?
- Do you have any NPD/campaigns you want to shout about?