

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Nicotine

Editorial contact for this feature is

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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.*

Nicotine products, from tobacco to vapes, are still a cornerstone for many c-store businesses. In this feature, we'll look at the key trends affecting the category in the convenience channel and ask brands what they're doing to support retailers. We would welcome comments on the following:

- What are the key trends across nicotine formats (Cigarettes, RYO, Vapes, Pouches, etc.) that retailers should be aware of? What are the driving forces behind these trends? How can retailers ensure they are reacting appropriately to consumer demand?
- What steps are you taking to support retailers in the convenience sector?
- In your view, where will the most exciting NPD come from in 2022? Do you have any NPD/campaigns you want to shout about
- What steps are you taking to help tackle illicit trade? Why is this work important? How does it benefit retailers?
- With the UK likely to face sustained price inflation in the months ahead, how important will perceived value and recognised brands be to nicotine success in the convenience channel? Acknowledging that retailers have the right to sell at a price of their choosing, what are the benefits to offering brands at RRP when consumer confidence is low? Do you have any plans to alter RRP's in response to inflation?