

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Soup

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.*

With dreich days ahead there can be nothing more welcoming than coming home to a piping hot bowl of soup to keep the cold at bay. Consumers will be looking for their favourite flavours to get them through the winter and we will look at the opportunity this presents for independent retailers. We would welcome comments on the following:

- How would you assess the performance of soup in Scottish c-sores currently? Where are the areas of growth and what drives it? What key trends for 2022 can retailers capitalise on for this?
- How has the return to the workplace affected shopping behaviour for the category? Do you think these behaviours will continue as consumers adjust to the new normal?
- What pack sizes/formats are performing well in convenience at the moment? (Tins? Sachets? Chilled? Multipacks?) How have you altered your range to reflect contemporary trends? Are there any pieces of innovation in pack format that retailers should look out for?
- How can retailers capitalise on food-to-go offers with the return to the workplace? What solutions are available to retailers that want to introduce an on-th-go option in their stores?
- Do you have any NPD you would like to shout about?