

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Sugar confectionary

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.*

January in Scotland can be cruel, with dark nights and cold weather keeping consumers indoors. However, Scottish winter does create ideal conditions for the big night in, providing c-store retailers with a real opportunity to drive confectionery sales. In this feature we will look at how retailers can make the most of this. We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores at present? Where are the areas of growth? What is driving that growth? What are the key trends that retailers should be aware of for 2022?
- How has the easing of lockdown restrictions affected the confectionery category in the convenience channel? Do you expect to see new shopper trends emerge in 2022?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary confectionery trends? Are there any pieces of innovation in pack format that retailers should look out for?
- How can retailers make the most of their confectionery stands? What advice do you have for in-store siting or for retailers looking to make a display?
- Do you have any NPD/campaigns you would like to shout about?