

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

Cigars

Editorial contact for this feature is

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Deadline for editorial submission Wednesday, 5th January

- *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.*

Often purchased for impromptu celebrations, the cigar category should offer retailers plenty of opportunities to shine. In this feature, we'll take a look at the trends within cigars and ask what steps retailers can take to improve their offer. We'd welcome comments on the following:

- What are the current cigar trends that Scotland's c-store retailers should be aware of? Where are the areas of growth and what is driving this? How do convenience stores compare to other channels?
- The cigar category can be confusing for some consumers and even some retailers. What advice/support/resources can you offer retailers who would like to expand their category knowledge? What advice/training can you offer on how to best communicate cigar category knowledge to consumers?
- How important is price point to success in the cigar category? What price points should retailers make sure they are hitting? While acknowledging that independent retailers are free to sell at any price, what are the benefits of selling at RRP?
- Do you have any NPD/campaigns you want to shout out?