

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

Easter Preview

Editorial contact for this feature is

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

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.*

With shopping trips back on the rise, many consumers will be looking to hop along to their local convenience store this Easter to pick up some eggs for the family. In this feature we'll look to cover the opportunities Easter 2022 offers. We would welcome comments on the following:

- How big an opportunity does Easter represent for convenience retailers? How did the pandemic affect the performance of Easter products and do you expect to see a shift in shopper behaviour in 2022? What are some of the key trends retailers should be aware of?
- Who is buying Easter products? What are the key demographics that retailers should be aware of and how can they ensure they've got the right offer to cater to these consumers?
- What advice do you have for retailers when it comes to timing their Easter range? When is the best time to stock certain products? When should different SKUs be available on shelf? How can retailers build towards the big day?
- While many consumers may be looking for their chocolate fix this Easter, how can retailers appeal to more health-conscious customers? What are the healthier options available for this year? How can retailers best stock these products to drive sales?
- How can c-store retailers make the most of space in smaller stores? What do you consider to be 'must stock' products this Easter? How can retailers with limited space build some theatre around their Easter offer?
- Do you have any NPD/campaigns you would like to shout out?