

## SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

### Filters, Papers & Lighters

Editorial contact for this feature is

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Deadline for editorial submission Wednesday, 5<sup>th</sup> 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.*

High margin is always welcome in the world of convenience retailing, so filters, papers and lighters are worth of a bit of care and attention. In this feature we'll look at what retailers can do to improve their accessories offer as well as assessing category trends. We'd welcome comments on the following:

- How are filters, papers and lighters performing in Scottish stores at the moment? What are the key category trends that retailers should be aware of? How does convenience compare to other channels? Scotland v. rUK?
- How important are recognisable brands to accessories success? What do you think your brand(s) offer consumers? Why do shoppers seek out your brand(s)?
- What are the margin opportunities like in the tobacco accessories category? Accepting that retailers can sell at any price, what approach to pricing would you recommend and why?
- What are the core lines/pack sizes/formats that retailers should ensure they stock and why?
- The pandemic has affected shopper behaviour across categories. With restrictions eased, are there any habits shoppers picked up during the pandemic that look set to stick around? How can retailers who may have picked up business during the pandemic ensure they continue to be the go-to shop for filters, papers and lighters in 2022?
- Do you have any NPD you would like to shout about?