SCOTTISH GROCER FEATURE SYNOPSIS
February 2022
Ice Cream & Frozen Desserts

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.*

February may not bring the best weather, but retailers will already be looking ahead to summer – when sweet treats from the freezer take centre stage. In this feature we will be look at the key trends affecting ice creams and frozen desserts and ask how retailers can ensure they've got the right offer to meet consumer demand. We would welcome comments on the following:

• How would you assess the performance of ice cream/frozen desserts in convenience at the moment? How does this compare to the grocery channel? What are the key trends that retailers should keep an eye out for? Where are the areas for growth?

• How can retailers appeal to consumers looking for a healthier treat in the freezer? How should they stock these options? In one freezer? Next to their counterparts? What free-from options are there for retailers to stock up on? (Vegan? Gluten-free?)

• How seasonal are ice cream and frozen dessert products? When are the peaks in demand for them? Which flavours perform better at different times of the year? (If at all) What are the key shopper missions that retailers need to be aware of to help drive basket spend?

• How important are in-store promotions to the success of ice cream/frozen desserts? What promotional mechanics work well for these categories?

• Do you have any NPD/campaigns you want to shout out?