

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

Sports & Nutrition

Editorial contact for this feature is

Matthew Lynas matthew.lynas@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.*

Health is always high on the agenda during the first few months of the year, but perhaps even more so in 2022 as the pandemic continues to dominate headlines. In this feature we'll ask where the areas of growth are within sports and nutrition, while asking what retailers can do to capitalise on consumer demand. We'd welcome comments on the following:

- How would you assess the performance of sports and nutrition SKUs in Scottish c-stores? What are the key trends retailers be aware of? Where are the areas of growth? Has the easing of lockdown restrictions affected category trends? How might 2022 differ from 2021 for the category?
- What ranging advice can you offer retailers who may not know much about sports and nutrition products? What categories/supplements etc. would you describe as 'must stocks'?
- What formats for sports and nutrition products perform well in convenience? Tubs? Sachets? Drinks?
- What sports and nutrition shopper missions should convenience retailers be aware of? (Before gym? Recovery?) How can retailers best tap into demand from these shopper missions?
- Where should retailers locate sports and nutrition products in store? How should retailers merchandise sports and nutrition products?
- Do you have any NPD/campaigns you would like to shout about?