

SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

Chocolate

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 27th 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.*

Sweet toothed Scottish consumers love a chocolate treat, presenting convenience retailers with plenty of opportunities to generate incremental sales. In this feature we will look at how convenience retailers can make the most of what the category has to offer, as the Easter occasion draws near. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? What are the key trends retailers should be aware of in 2022? What are the areas of category growth within convenience? How does the convenience channel's performance compare to the multiples? Are there lessons to be learned from the grocery channel?
- How can retailers make the most of chocolate in the run up to Easter? How much of a seasonal uplift can stores expect if they get this right? How much space should retailers allocate for Easter chocolate stock? How can convenience retailers draw attention to their Easter range?
- How are low and no sugar chocolate options performing at present? How much demand is there for these options? Who is driving that demand? Where should retailers site healthier chocolate options in their store?
- What pack formats are performing well? How important are PMPs to chocolate success?
- How has premiumisation affected the chocolate category? Have you seen increased demand for premium options? Is there scope to grow sales of premium brands/variants in the convenience channel?
- What are the key shopper missions driving chocolate sales in the convenience channel?

- Do you have any NPD or campaigns you would like to shout about?