

SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

Dairy

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

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.*

Dairy is a staple category, with high household penetrations and sales. There's always room for improvement however, and in this feature we'll look at how Scotland's c-store retailers can ensure they're extracting as much value as possible from the increasingly diverse category. We would welcome comments on the following:

- How would you assess the performance of dairy products in Scottish c-stores? How does this compare to the grocery channel? What lessons could c-store retailers learn from the multiples?
- What are the key trends retailers should be aware of for 2022? What innovation or emerging brands/styles/formats within dairy do you expect to see gaining ground this year?
- How has Brexit, Covid and the associated supply chain issues affected the dairy category? What steps have brands taken to mitigate disruption/maintain availability?
- Meat-free alternatives have been gaining ground in Scotland, as more consumers adopt vegan eating habits. Should retailers consider stocking products like plant-based milk alternatives and vegan cheese? What innovation (if any) have you introduced in this subcategory? What advice can you offer retailers looking to introduce dairy-free alternatives?
- What are the main shopper missions driving dairy sales in convenience? How can retailers set up their dairy offer to ensure they are able to capitalise on these shopper missions?
- Do you have any NPD or campaigns you would like to shout about?