

SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

Food To Go & Snacking

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.*

Food to go and snacking are key categories for Scotland's convenience retailers. The pandemic may have shaken things up for some stores, particularly those reliant on office commuter traffic, but with restrictions easing it's time to take another look at the opportunities food to go and snacking provide. We would welcome comments on the following:

- How would you assess the performance of food to go and snacking in the convenience channel? How did the pandemic affect category performance and are we starting to see a return to pre-pandemic consumer behaviour?
- What are the key trends that retailers should be aware of in 2022? What flavours and formats do you think will drive growth this year?
- Health is high on the agenda, with restrictions on HFSS foods on the books for England and very likely to land in Scotland soon. What steps have brands taken to ensure their range offers consumers the quality and flavour they crave while also ticking the health boxes?
- What pack formats are performing well at the moment and how much of an effect do you think pandemic trends will have as we (hopefully) see restrictions continue to ease over the course of the year?
- Do you have any NPD or campaigns you would like to shout about?