

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

### Summer Soft Drinks

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 27<sup>th</sup> 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.*

It may feel like a long way off, but warmer weather is coming – bringing the prospect of increased soft drinks sales with it. In this feature we'll look at how retailers can make the most of the seasonal soft drinks opportunity that summer provides. We would welcome comments on the following:

- How would you assess the performance of soft drinks in Scotland's convenience channel? What are the key category trends retailers should be aware of and where do you think the areas of growth will be in 2022?
- How are low- and no-sugar options performing in convenience? What kinds of consumers are purchasing low- and no-sugar options? What sort of innovation can retailers expect to see in this subcategory in 2022? How much focus should retailers give to low- and no-sugar options?
- Last summer, the Euros provided Scottish retailers with the perfect opportunity to drive soft drinks sales. This year, the World Cup will take place, but in the winter months, so what occasions should retailers instead focus on to create a bit of theatre around their range this summer?
- What are the main shopping missions driving soft drinks category sales? How can retailers ensure they have the right range to cater to these shoppers? How does this evolve as the weather gets warmer?
- What ranging and merchandising advice can you offer retailers? How important are promotions to soft drinks success? How can retailers effectively use their soft drinks range to generate link sales and boost average basket spend in their store?
- Do you have any summer NPD or campaigns you would like to shout about?