

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

### Vapril

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.*

Vaping is now an established category in the convenience channel, offering retailers an opportunity to make high margin sales – and existing adult smokers an effective cessation tool. In this feature we'll look at how c-store retailers can tap into increasing demand for e-cigarette products. We would welcome comments on the following:

- How are vaping products performing in convenience? What are the key trends? Where are the areas of growth?
- With so many brands and a decent amount of jargon, vaping can be a confusing category for consumers and retailers alike: what advice can you offer for those looking to improve their knowledge and communicate effectively with customers? What resources are available for retailers and consumers?
- What flavours and formats are proving popular are present? How can retailers with limited space ensure they're ticking the right boxes with their vape range?
- How big an issue is the counterfeit and illicit trade for the vaping category? What steps are brands taking to support legitimate retailers and to combat the illicit trade?
- How big an opportunity does Vapril represent? What advice can you offer retailers who may wish to build some excitement around their vaping range this April?
- Do you have any NPD or campaigns you would like to shout about?