

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

### Bagged Confectionery

Editorial contact for this feature is

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Deadline for editorial submission Friday 25<sup>th</sup> February

- *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.*

Confectionery is a key category for convenience retailers and spring opens up plenty of selling opportunities. In this feature we'll take a look at category trends and ask how retailers can ensure they're extracting all they can from their confectionery offer. We would welcome comments on the following:

- How is bagged confectionery performing in Scottish c-stores at the moment? Where are the areas for growth in this category? How can c-store retailers ensure they are making the most of this growth? What are the key trends retailers should keep an eye on?
- How can c-store retailers use seasonal opportunities, such as Easter, to boost their confectionery sales? Where should these seasonal products be sited in stores? How can retailers build some in-store theatre around seasonal displays/fixtures?
- What kind of occasions are driving bagged confectionery sales in convenience? How can retailers ensure they are effectively catering to these shopper missions?
- How are confectionery brands responding to demand for healthier options? What about plant-based/vegan-friendly demand? Do you see shoots of growth in this subcategory?
- Do you have any campaigns or NPD you want to shout out?