

SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

Functional & Energy

Editorial contact for this feature is

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Deadline for editorial submission, Friday 25th 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.*

Functional & energy drink brands have been stars of the soft drinks category for some time, offering c-store retailers great opportunities to boost basket spend. In this feature, we'll ask how retailers can ensure they've got the right range for their customers and take a look at the key trends influencing shopper behaviour. We would welcome comments on the following:

- How are functional & energy products performing in Scottish c-stores? Where are the areas of growth? How can retailers make the most of that growth? What are the key trends retailers should be aware of?
- With work from home orders ending in Scotland, how might an increase in commuter traffic affect functional & energy sales? What impact has loosening Covid restrictions had on the split between larger
- How can c-store retailers make the most of their functional & energy section in stores? How should they site products? Where in store should they keep the section?
- What kind of functional & energy products are consumers more drawn to? Organic? Liquids? Low sugar?
- Do you have any NPD or campaigns you want to shout about?