

SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

Nicotine

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.*

The convenience channel continues to be key for cigarettes, tobacco, vaping and other smoking alternative products and – despite strict legislation – retailers can have plenty of influence over the success of these categories in store. In this feature, we'll look at how nicotine categories are performing in the convenience channel and ask what more they can do to meet consumer demand. We would welcome comments on the following:

- How would you assess the performance of tobacco products in Scottish c-stores? What are the key trends that retailers should be aware of?
- How has the vaping category evolved over the last few years? How has the category matured in the convenience channel? Where are the areas of growth? What are the key trends within vaping that retailers should be aware of?
- How are other smoking alternatives like pouches performing in the convenience channel? What steps have been taken to increase knowledge among UK consumers? Why should retailers consider investing in/dedicating space to these products?
- How prevalent is illicit trade in tobacco in Scotland? Has a reduction in Covid restrictions/restrictions on travel/testing affected the illicit tobacco market? Why should retailers care about illicit trade, what can they do to support efforts to reduce illicit trade and what steps has your firm taken to tackle illicit trade? What about illicit vape products? How prevalent an issue are counterfeit vape products? What steps are brands taking to tackle the illicit vape trade?
- What resources are available to retailers who may wish to better educate themselves and their customers on the nicotine products on the market? What do you think are the key pieces of product knowledge that retailers should be providing to their customers for your category/brand within nicotine?

- Do you have any NPD or campaigns you would like to shout about?