

## SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

### E Liquids

Editorial contact for this feature is

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Deadline for editorial submission, Thursday, 31<sup>st</sup> March

- *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.*

For some Scottish retailers, vaping products now contribute substantially to a store's total revenue as more and more adult smokers make the switch. In this feature, we'll look at how e-liquid products are performing in Scottish c-stores and ask what retailers can do to improve their offer. We would welcome comments on the following:

- How are e-liquids performing in the convenience channel at present? How does this compare with other retail channels? What do you think convenience retailers could do to increase their market share?
- What are the key trends in vaping that retailers should be aware of? What e-liquid formats are performing best in convenience at the moment (closed/pod systems? Refillable? Smaller/compact systems?)
- Vaping can be a daunting category for consumers making their first purchase. How can retailers make this process as easy as possible for customers? What product knowledge should retailers ensure all staff are able to deliver to customers? What support is available to help retailers better understand the category/vaping lingo.
- What advice can you offer for retailers looking to build/revamp their e-liquid range? What are the 'must stocks' for convenience retailers?
- When it comes to display and merchandising vaping, what advice can you offer convenience retailers. How does the display and merchandising of e-liquid products differ from tobacco in terms of compliance? How can retailers strike a balance between visibility and security?
- Do you have any NPD or campaigns that you think retailers should be aware of?