

SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

Filters, Papers & Lighters

Editorial contact for this feature is

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Deadline for editorial submission, Thursday, 31st 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.*

Filters, papers and lighters all have footfall driving potential for convenience retailers and good margin opportunities. In this feature we'll look at filter, paper and lighter category trends and ask how retailers can make the most of their range. We would welcome comments on the following:

- How are filters, papers and lighters performing in the convenience channel? How did pandemic trends affect category trends and how has this evolved with easing restrictions? What are the key trends retailers should be aware of for 2022?
- How important is brand recognition to consumers purchasing filters, papers and/or lighters?
- Natural and organic has been a trend touching on just about every category in convenience. How has this influenced NPD in the papers category? What are the benefits to stocking 'natural' papers?
- What are the core lines/pack sizes/formats that retailers should ensure they stock and why?
- How is the demand for lighter fluid/refill lighters at present? How does this compare with the opportunity provided by disposable lighters?
- What merchandising advice can you offer Scottish c-store retailers?
- Do you have any NPD you'd like retailers to know about?