

SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

Healthier Choices

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

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.*

In this feature we will look at how healthier alternatives are performing in convenience and ask how retailers can ensure they've got the right range to meet the expectations of today's shoppers. We would welcome comments on the following:

- How are healthier options performing in Scottish convenience stores at the moment? Has demand evolved over the course of the pandemic? What are the key trends that retailers should take note of?
- What's driving demand for healthier alternatives? In which categories are healthier alternatives performing best?
- Where should retailers site healthier alternatives in store? In a section of their own, within their corresponding category, or even both? How can retailers effectively signpost healthier options on the fixture?
- How has the increasing popularity of veganism/vegetarianism affected demand for healthier options? What about gluten free/free from? Could the convenience channel do more to tap into demand for vegan/vegetarian options?
- Do you have any NPD or campaigns you want to shout about?