

SCOTTISH GROCER FEATURE SYNOPSIS

June 2022

Chocolate

Editorial contact for this feature is

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Deadline for editorial submission, Friday 29th April.

- *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.*

Pretty much everyone enjoys a chocolate treat from time to time, so it's unsurprising that the category continues to be one of the big hitters in the convenience channel. In this feature we'll look at category trends and ask how retailers can ensure they're doing all they can to extract the most value from their chocolate range. We would welcome comments on the following:

- How is chocolate performing in the Scottish convenience? Where are the areas for growth? What are the key trends that retailers should be aware of?
- What pack formats are performing well? Tablets? Sharing bags? How have consumer preferences evolved over the course of the pandemic and are we seeing any movement towards pre-Covid norms?
- What shopper missions are driving chocolate sales in convenience? How can retailers ensure they're equipped to cater to the missions that drive category sales?
- What merchandising advice can you offer retailers? What are the benefits to multi-siting and making the most of POS materials? What does a perfect chocolate display look like? What are the key considerations retailers should be aware of when merchandising chocolate?
- What ranging advice can you offer c-store retailers? How much should they focus on core lines vs. experimenting with NPD? How can retailers ensure they're striking the right balance between a strong core and a strong selection for consumers?
- How has your brand reacted to increased demand for healthier alternatives? What role can low/no sugar variants play in an effective chocolate range? What about vegan-friendly alternatives? How can c-stores effectively incorporate free from/healthier alternatives into their chocolate range? Where should these options be sited in store and how can retailers effectively signpost them?

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