

SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

Confectionery

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission: Friday, 27th May

- *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.*

Consumers may be feeling the pinch, but confectionery represents an affordable treat for households operating on tight budgets. In this feature we'll look at how Scottish c-store retailers can ensure they have the right range for their customer base while also asking brands for their assessment of category trends. We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores? Where are the areas for growth here? What are the key trends that c-store retailers should be aware of for the rest of the year?
- In the context of inflationary pressure and rising household bills, how can retailers ensure they're signalling value to confectionery shoppers? What formats work well here? How important are promotions to confectionery performance (keeping in mind that HFSS legislation is still in development in Scotland).
- What ranging and merchandising advice can you offer Scottish c-store retailers? How important is POS to creating an engaging display? What support can you offer in this regard?
- How are healthier confectionery options currently performing? How has demand for healthier options evolved in the wake of the Covid-19 pandemic? What about free-from options?
- What are the key shopper missions driving sales in the confectionery category? How can retailers ensure they're effectively catering to these missions?
- Do you have any NPD/campaigns you would like to shout about?