

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2022

### Hygiene

Editorial contact for this feature is

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission, Friday 29<sup>th</sup> 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.*

The Covid pandemic put hygiene high on the agenda for just about everyone, and it's likely many consumers will retain habits picked up during the early days of lockdown. In this feature we will look at how c-store retailers can ensure they've got the right range of hygiene products, and also ask what steps they should take to create a clean shopping environment for customers. We would welcome comments on the following:

#### **For hygiene brands**

- How would you assess the performance of hygiene products in Scottish convenience stores at the moment? How has this changed since the beginning of the pandemic? Has the easing of restrictions affected category performance?
- In your opinion, what are the 'must stock' hygiene lines that c-store retailers should be bringing into their stores?
- What merchandising advice do you have for retailers? What pack formats are currently performing well?
- With the ongoing cost of living crisis, how important is it to communicate value to consumers? What role can PMPs play in an effective hygiene offer?
- Do you have an NPD or campaigns you would like to shout about?

#### **For trade suppliers**

- What hygiene solutions do you offer to c-store retailers? How can you help convenience retailers to ensure their customers feel they are shopping in a clean environment?
- What sets your product(s)/service apart from the competition?

- What are common hygiene pitfalls that c-store retailers should avoid? How can your firm support retailers in their quest to create a clean and pleasant shopping environment?
- Do you have any new products, services or campaigns you would like to shout about?