

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

### Kids' Treats

Editorial contact for this feature is

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Deadline for editorial submission: Friday 27<sup>th</sup> 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.*

Summer means no school, which means kids that need entertaining. Whether they're on a day trip or closer to home, kids need fuel to support the fun. In this feature we'll look at how c-store retailers can ensure they've got a range of kids' treats that appeals to children and parents alike. We would welcome comments on the following:

- How are kids' treats performing in Scottish c-stores at the moment? Where are the areas for growth here? What are the key trends that retailers should be aware of for the remainder of the year?
- How important is health when it comes to kids' treats purchasing decisions? What are parents looking for from kids treats? How are healthier options performing? What steps have brands taken to ensure their treats remain a treat, while also ticking the health boxes?
- What merchandising and ranging advice can you offer? How can retailers ensure every kids' treat earns its place on shelf? What does an engaging display look like?
- What lessons can c-store retailers learn from larger multiples when it comes to kids' treats?
- Which pack formats are currently performing well? Are there any flavours that c-store retailers should be stocking up on?
- Do you have any NPD/campaigns you would like to shout about?