

SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

Nicotine

Editorial contact for this feature is

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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.*

Cigarettes, RYO, vaping, cigars, nicotine pouches – they are all categories that require careful attention and ones that responsible convenience retailers take seriously. In this feature, we'll look at the current trends across nicotine products and ask brands to weigh in with their assessment of what a strong, responsible offer looks like in convenience. We would welcome comments on the following:

- How would you assess the performance of nicotine products (FMCG, RYO, E-liquids, Pouches etc.) in Scottish c-stores? What are the key trends that retailers should be aware of, especially those affecting the convenience retailing channel? Do you expect category trends to shift as lockdown restrictions are eased?
- How important is value to nicotine performance in Scottish c-stores. While retailers are free to sell at any price, what are the advantages to selling at RRP?
- What's your view on the Scottish Government's proposals to limit/restrict the display/advertising of vaping products? How are you engaging with the Scottish Government on this use?
- What pack formats are performing well at present? How has this changed (if at all) in recent years?
- What ranging/merchandising advice can you offer? How can retailers ensure they're making the most effective use of their gantry space? What about vaping products? How can retailers create an engaging display and ensure they have the right range for their customers?
- Do you have any NPD or campaigns you would like to shout about?