

SCOTTISH GROCER FEATURE SYNOPSIS

August 2022

Back to Uni

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1st July

- *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.*

Freshers Week approaches providing many c-stores with an opportunity to recruit new customers for three years, four, or potentially even more. In this feature, we'll look at how retailers can capitalise on new and returning students heading to university in numbers not seen since before the pandemic. We would welcome comments on the following:

- What are the key categories that c-store retailers should be picking up on for students? Where are the opportunities for c-stores here and how can retailers ensure they're making the most of these?
- What categories tend to perform well with students? How can retailers with a decent student population in their area ensure their range caters to younger adult consumers?
- How valuable are students/young adult consumers to convenience retailers? What is the benefit to appealing to this demographic cohort?
- How important is value to today's students? Or should retailers also consider stocking up on more premium options? How can retailers strike the right balance between offering a good deal while also catering to younger adult consumers who may wish to trade-up and purchase more premium brands?
- What can retailers do to cater to international students in their community? Are there benefits to stocking up on more exotic brands/cuisines? And how is demand for these products among domestic students?
- How useful is social media in attracting students to a store? What advice can you offer retailers looking to improve in this area?
- Do you have any NPD or campaigns you would like to shout about?