

SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

Big Night In

Editorial contact for this feature is

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Deadline for editorial submission, Friday 5th August.

- *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 hospitality sector may be open again, but many consumers will be watching their spending as the cost of living crisis continues. In this feature we'll look at how retailers can effectively cater to those shoppers making purchases for their big night in. We would welcome comments on the following:

- How important is the big night in occasion to sales in the convenience channel? What are the big night in trends that retailers should be aware of? What are the key categories that retailers should consider as part of their big night in offer?
- How has the cost of living crisis affected the big night in occasion? With many consumers tightening belts, can we expect to see consumers choosing to celebrate at home in the months ahead?
- From Instagram to TikTok, social media trends are capable of creating a near instant spike in demand for confectionery, snack and soft drinks products. How can retailers ensure they're keeping abreast of the latest trends? How can they also use social media to push drive footfall to their store?
- What merchandising/display advice can you offer retailers looking to create some in-store theatre around the big night in?
- How are low and no sugar options performing? Is there demand for healthier options from consumers purchasing for the big night in?
- Do you have any NPD or campaigns you would like to shout about?