

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

### Bottled Water

Editorial contact for this feature is

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Deadline for editorial submission, Friday 5<sup>th</sup> 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.*

Bottled water is a star performer in the soft drinks chiller, but that doesn't mean retailers should take category sales for granted. In this feature we will look at how bottled water is performing in the convenience channel and how retailers can push sales within the category. We would welcome comments on the following:

- How would you assess the performance of bottled water in the convenience channel? What are the key trends in bottled water at the moment? Where are the areas of growth? How can Scottish c-store retailers capitalise on this?
- The pandemic saw consumer purchasing behaviour shift, with take-home formats gaining ground and impulse falling back. Has normal service resumed? Should retailers be adapting their ranges again, or have some pandemic trends stuck post-lockdown?
- How are flavoured or sparkling water variants performing in convenience at the moment? What can c-store retailers do to help drive sales with these variants? How can they effectively signpost new bottled water SKUs in their chiller?
- What shopper missions are driving bottled water sales? How can retailers ensure they're catering to these missions?
- Sustainability is a major focus for many bottled water brands at present, what steps has your brand taken to reduce its own environmental impact? How has this benefited your brand? How are you communicating changes to consumers?
- What merchandising and ranging advice do you have for Scottish c-store retailers? How much space should they dedicate to take-home shopping missions with bottled water? What proportion of soft drinks chiller space should be dedicated to bottled water?
- Do you have any NPD or campaigns you would like to shout about?