

SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

Breakfast

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 first meal of the day and, according to some, the most important one: breakfast is big business. However, convenience retailers could arguably be doing more to increase their market share when it comes to breakfast and in this feature we'll look at the steps they can take to improve their offer. We would welcome comments on the following:

- How would you assess the performance of breakfast products in the convenience channel at present? What are the key trends in breakfast at the moment? Which categories are performing well? Where are the areas of growth here? How can retailers ensure they're tapping into contemporary trends?
- How big is the on-the-go breakfast opportunity in convenience? Whether it's a hot food counter or grab-and-go items from the chiller, how can retailers ensure they've got the right on-the-go range for their store?
- How has hybrid working affected breakfast purchasing in convenience? Is there more of an opportunity here to upsell to consumers who may have a bit more time at home?
- How has the cost-of-living crisis affected the breakfast category? What can retailers do to ensure they are communicating value to shoppers through the breakfast range?
- What merchandising/ranging advice do you have for Scottish c-store retailers? How can retailers use the breakfast mission to generate link sales and boost average basket spend?
- Do you have any campaigns or NPD you want to shout about?