

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

### Chocolate

Editorial contact for this feature is

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

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.*

Still a big hitter in the convenience channel, chocolate presents retailers with an opportunity to boost basket spend while providing consumers with an affordable treat option in tough economic times. In this feature we will assess the current state of the chocolate category in convenience and ask how retailers can adapt their range to match contemporary consumer demand. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? Where are the areas for growth? What are the key category trends retailers should be aware of? How can Scottish c-store retailers capitalise on them?
- How has the cost-of-living crisis impacted the category in recent months? How can retailers ensure they are communicating value to their consumers through the chocolate category?
- What shopper missions are driving chocolate sales and how can retailers ensure they are effectively catering to these?
- What pack formats are performing well at present? Are hanging bags still the big hitter? Have impulse lines/singles benefitted from the easing of Covid restrictions? How important are PMPs, particularly during the cost-of-living crisis? How can retailers protect their margin will ensuring shoppers feel they are getting a good deal?
- How have you prepared for HFSS rules? How are healthier alternatives performing in the chocolate category? How can retailers successfully integrate healthier options into their range?
- What merchandising/ranging advice do you have for Scottish c-store retailers?
- Do you have any NPD or campaigns you would like to shout about?