

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

Christmas Gifting

Editorial contact for this feature is

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Deadline for editorial submission, Wednesday, 31st 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.*

Christmas comes but once a year, bringing with it a massive opportunity for c-store retailers. In this feature we will look at how retailers can set up their store for the festive season and take a look at the trends that are likely to shape consumer spending this Christmas. We would welcome comments on the following:

- What seasonal releases do you have planned for Christmas 2022? What are the trends that you are looking to tap into with your range?
- What are the main shopper missions driving sales of Christmas gifting products in the convenience channel? What categories/types of products tend to go well in c-stores at Christmas? How should retailers be adapting their range for the season?
- What advice can you offer when it comes to timing Christmas in convenience? When should festive lines start to appear on shelf and how should retailers expand this as the big day approaches? How can retailers ensure that in building their Christmas range they don't go overboard and find themselves stuck with festive stock in February?
- How do you think the cost-of-living crisis will affect shopper behaviour in the convenience channel this Christmas? Could the tightening of household budgets open up opportunities for those c-stores that effectively communicate value to consumers? How can retailers position themselves as an affordable, but quality option for consumers this Christmas?
- Do you have any NPD or campaigns you would like to shout about?