

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

Forecourts

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.*

Forecourt retailers have been through a lot this year and the challenges they face haven't been made much easier by a government intent on not learning how fuel pricing works. In this feature we'll assess the health of forecourt retailing in Scotland at present and ask what steps retailers can take to ensure their business thrives now and in the future. We would welcome comments on the following:

- What are the key trends in forecourt retailing in 2022? How has the extraordinarily high fuel price affected consumer behaviour? How does changing habits at the pumps affect c-store retail outcomes at a forecourt site?
- What are the main challenges facing forecourt retailers at present? How can retailers ensure they're set up to meet these challenges?
- How are forecourt sites affected by the cost of living crisis? Have you seen any evidence of increased drive offs? What can retailers do to protect fuel/stock when many household budgets are at breaking point?
- What does today's consumer expect from a forecourt? What should a modern forecourt c-store look like? What are the must-stocks/essential services? (Food to go? A branded coffee offer? Electric charging?) If a retailer had money to spend, where should they prioritise investment? What support/advice can symbol groups/suppliers offer in this regard
- How does shop flow in a forecourt differ (if at all) from a conventional c-store? What advice can you offer retailers when it comes to merchandising and category management in their forecourt shop?
- What technological solutions are there on offer at the moment that you think forecourt retailers should be aware of? How does this tech make life easier for retailers/reduce costs/improve margins?