

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

Free From

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.*

From your vegan colleague and gluten-free girlfriend to your keto cousin and pescatarian priest, dietary restrictions are now commonplace with adherents across all demographic cohorts. In this feature we will look at all things 'free from' and as how convenience retailers can ensure they've got a range that's maximising store profitability while keeping customers satisfied. We would welcome comments on the following:

- How would you assess the performance of free-from products in the Scottish convenience channel? Which subcategories are performing best? (gluten free, vegan, lactose free etc.) What are the key trends retailers should be aware of? Where are the areas of growth in the category?
- The pandemic put health to the top of the agenda and many consumers will have changed their dietary habits in response. How have pandemic trends affected demand for free-from products and are Covid trends holding up in 2022?
- What pack formats are performing well? How important is price marking? Has the cost-of-living crisis affected shopper behaviour?
- What ranging/merchandising advice can you offer retailers who may be looking to introduce/expand free-from products in their store?
- Do you have any NPD or campaigns you would like to shout about?