

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

### Nicotine

Editorial contact for this feature is

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Deadline for editorial submission, Wednesday, 31<sup>st</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.*

Nicotine products make up a substantial portion of revenue for most convenience stores in Scotland. Getting the offer right is therefore essential to c-store success, while at the same time retailers must recognise and act on the raft of regulations affecting the category. We would welcome comments on the following:

- What are the key nicotine trends that retailers should be aware of? Has the cost-of-living crisis affected category trends? How would you assess the performance of nicotine products (factory-made cigarettes, RYO, pouches, vaping, etc.) in the Scottish convenience channel?
- How are nicotine alternatives performing in Scottish c-stores? How much awareness is there among consumers of pouches? How is this awareness being driven? What customers are purchasing these products and how can retailers ensure they have the right range for their store?
- How important is value to factory-made cigarette/RYO performance at present? What can retailers do to ensure they're offering customers the best value while at the same time maintaining reasonable margins?
- What are your views on Scottish Government proposals to potentially restrict the display and advertising of vaping products?
- What support/loyalty schemes/other trade resources can your brand/firm offer Scotland's retailers? How important is building a relationship with retailers to your brand and what steps are you taking to ensure your presence is felt on the ground in Scotland?
- Do you have any NPD or campaigns you would like to shout about?