

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

World Cup

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.*

Scotland didn't qualify for the World Cup – again. Despite this, Scottish consumers will be captivated by this year's festival of football, having grown used to enjoying major tournaments despite the nation's absence. In this feature we'll look at how retailers can make the most of the opportunities afforded by this year's winter World Cup. We would welcome comments on the following:

- Which categories will get the biggest lift from the World Cup? What trends do you expect to emerge over the World Cup and how may this differ from previous tournaments?
- What sort of activities can retailers expect to see from brands in the run-up to and during the World Cup? How might retailers benefit from brands pushing their partnership with the World Cup?
- This year's World Cup is an anomaly as Scottish consumers will be used to enjoying the tournament in the summer months. How might the difference in weather and proximity to Christmas affect consumer demand/spending behaviour during the World Cup?
- How can retailers build some in-store theatre around the World Cup in their store?
- Alcohol-free options have come on leaps and bounds since the last World Cup? Could this be the low- and no- alcohol World Cup?
- Do you have any NPD or campaigns you would like to shout about?