

SCOTTISH GROCER FEATURE SYNOPSIS

December 2022

2023 Must Stocks

Editorial contact for this feature is

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Deadline for editorial submission Friday 28th October

- *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.*

It might have arrived faster than some of us expected but 2023 is knocking on our doors and Scottish convenience retailers are eager to see what brands have to offer in the coming year. In this feature, we would like to invite brands to comment on what they consider to be the 'must stocks' for c-store retailers in 2023 and share key trends they think retailers should be aware of. We would welcome comments on the following:

- What do you think will be the key trends of 2023? Are there any 2022 trends that you expect to carry through into the new year? Are there any emerging categories that look promising and could hit their stride in the new year?
- Which of your brands or services should retailers consider picking up in the new year? Any products that retailers haven't seen before? Any returning favourites that could be set to make a comeback?
- How can retailers site these 'must stocks' during the start of the new year? How much of this space should retailers dedicate to new products? Could retailers use the impulse purchasing occasion to really drive the NPD?
- In your own opinion, what impact will the cost-of-living crisis have on trends for 2023? Do you anticipate that consumers will continue to keep an eye on their finances for the foreseeable future? If so, how do you think this will impact on trends? How can retailer adapt to the consumer influence in this case?
- Do you have any NPD/campaigns you would like to shout about?