

SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

Biscuits and Cakes

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission: Friday 30th September

- *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.*

With colder and darker nights rolling in plenty of consumers will be enjoying a few treats from the comfort of their own home. In this feature, we will look at biscuits and category trends and ask what retailers can do to make sure they're making the most of the category in their store. We would welcome comments on the following:

- How would you assess the performance of biscuits and cakes in convenience at the moment? What are the key trends that retailers should be aware of? Where are the areas for growth within the category?
- What shopper missions drive biscuit and cake sales in convenience? How can retailers make sure they have the right range to meet this demand? How can retailers drive more consumers to their biscuit and cake fixture?
- How can retailers drive sales across the biscuits and cakes category while consumers are coping with the cost-of-living crisis? Has your brand taken any steps to accommodate more financially conscious consumers? What tips do you have for retailers to appeal to consumers looking to save some cash?
- What pack sizes/formats/flavours are currently performing well in convenience at the moment? How has your range changed to fit in with these trends?
- What plans does your brand have for the festive season? How can retailers make sure they can make the most of the seasonal uplift that comes with the festive season across biscuits and cakes?
- Do you have any NPD or campaigns you want to shout about?