

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

### Christmas Confectionery

Editorial contact for this feature is

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Deadline for editorial submission: Friday 30<sup>th</sup> 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.*

Confectionery really comes into its own over the festive period, and top brands bring plenty of NPD to generate buzz among consumers. In this feature we'll ask how retailers can capitalise on the Christmas confectionery opportunity in their c-store. We would welcome comments on the following:

- What do you think some of the key confectionery trends will be this Christmas? What kind of products (flavours, pack sizes, formats, etc.) do you expect to perform well over the festive period?
- How big is the Christmas confectionery opportunity? What sort of uplift in confectionery sales can retailers expect this winter?
- What shopper missions draw consumers to the confectionery aisle during the festive season? How does this evolve as Christmas day approaches? How can c-store retailers ensure they have the right stock to meet this demand?
- With the cost-of-living crisis impacting consumer confidence, has your brand taken any steps to communicate value to shoppers? How important will PMPs be to confectionery success this Christmas? Are there other ways retailers can communicate value to shoppers?
- How can retailers build some in-store theatre around the category throughout the run up to Christmas? What support does your brand offer here (PoS, merchandising, ranging tips?)
- Do you have any NPD or campaigns you would like to shout about?