

SCOTTISH GROCER FEATURE SYNOPSIS

December 2022

Christmas Top Up

Editorial contact for this feature is

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

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.*

While more consumers will be budgeting ahead for Christmas this year, there will still be the inevitable last-minute top-ups that will see them rush out to their nearest convenience store for help. Luckily, this means good news for retailers and in this feature, we will look at how c-store retailers can capitalise on the last-minute rush for the Christmas dinner table this year. We would welcome comments on the following:

- Which categories perform well from top-up shopping over the Christmas period? Which SKUs are key for retailers to stock up on for this shopping mission?
- What categories are common distress purchases during the festive season for consumers? How does this compare to the rest of the year? What last-minute Christmas essentials should be on retailers' shelves this year?
- What steps has your firm taken over the past year to ensure good availability for the festive season?
- How can retailers best advertise their store as a good place for a last minute Christmas shop? How best can they site these products in stores?
- Because of the cost-of-living crisis, many consumers will be budgeting ahead for their Christmas. With this in mind has your brand adapted to offer a more affordable solution for the Christmas top-up this year? Is there space here for retailers to trade up slightly as consumers tend to go all out during the festive season?
- Do you have any NPD/campaigns you want to shout about?