

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

### Stocking up for Christmas

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.*

As things stand, this Christmas is set to be the first festive period free from Covid concerns and consumers will be keen to celebrate. In this feature we will look at how convenience retailers can ensure they've got the right range for their store and ask what steps brands have taken to create a festive offer worth shouting about . We would welcome comments on the following:

- In your view, what are the key trends convenience retailers should be aware of this Christmas? What do you expect will prove to be a festive hit? Outside of the traditional big hitters (alcohol, confectionery etc.) are there any categories with festive potential that c-stores may have overlooked?
- How should retailers merchandise for the festive season in store? How much space should they dedicate to Christmas? How should festive fixtures evolve in the run-up to the big day?
- How do you anticipate the cost-of-living crisis to impact on Christmas in the convenience retail channel? What can retailers do to ensure they're communicating value to consumers this Christmas?
- How can retailers make the most of the Christmas opportunity without being stuck with leftover festive stock ? What approach would you recommend to stocking up on seasonal variants this year?
- Do you have any NPD or campaigns you would like to shout about?