

## SCOTTISH GROCER FEATURE SYNOPSIS

December 2022

### Veganuary

Editorial contact for this feature is

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Deadline for editorial submission Friday 28<sup>th</sup> 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.*

Plant-based options are growing in the market as more consumers take on the Veganuary trend. According to a report from the Vegan Society, Aldi said it saw a 500% increase in sales of its plant-based products in January 2022. In this feature, we will look at how c-store retailers can take a slice of this dairy-free pie for the event in 2023 and capitalise with an effective selection in store. We would welcome comments on the following:

- How would you assess the performance of vegan alternatives in the convenience channel at the moment? How does this compare to the grocery channel? Where are the areas for growth here?
- What kind of consumer is now purchasing more vegan options? How does this compare to previous years? What is driving these purchases? (Better diet? Climate change? Animal rights?) How can retailers appeal to the 'flexitarian' trend during the event?
- Do you have any advice for retailers that might be picking up on some meat alternatives for the first time this year? How can they market the range in store? What advice do you have for retailers with limited space?
- How can retailers turn Veganuary into more of an event in their store? What can they do across social media channels to drive engagement? Is there any advice you have for in-store theatre?
- With the cost-of-living crisis in mind, how can retailers make the Veganuary event more appealing to consumers under more financial pressure than usual? How has your brand taken the financial crisis into account?
- Do you have any NPD/campaigns you would like to shout about?