

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2023

### Bottled Water

Editorial contact for this feature is

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Deadline for editorial submission Friday 18<sup>th</sup> November

- *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 more varieties joining the category than ever before, the time could be perfect for more convenience retailers to take advantage of the opportunity that bottled water presents. In this feature, we will look at how c-store retailers can make sure they've got the right stock to match consumer demand. We would welcome comments on the following:

- How would you assess the performance of bottled water in convenience? Where are the areas for growth here? What are the key trends that retailers should be aware of?
- What shopper missions are driving bottled water sales in the convenience channel at present? How can retailers ensure they have the right offer to cater to these missions?
- What steps has your brand taken to improve your eco-credentials? How important do you think sustainability is to Scottish consumers? What are you doing to help communicate your sustainability-focused activities to consumers?
- What is demand like for flavoured options in bottled water? What about sparkling? What formats are best suited for c-store retailers?
- How can retailers use their bottled water range to generate link sales and boost overall basket spend in store?
- How has your brand accounted for the ongoing financial crisis? What support do you have for retailers during the cost-of-living crisis? What part can PMPs play in all of this?
- What ranging/merchandising advice can you offer to Scottish c-store retailers?
- Do you have any NPD/campaigns you want to shout about?