

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2023

### Healthy Start (Including Protein Drinks & Snacks)

Editorial contact for this feature is

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

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.*

It's a new year and consumers will be adopting that new-me mentality and look to get a head start on their health kicks. This leaves plenty of opportunities for convenience retailers to capitalise on the trend with a range of healthy options in store. In this feature, we will look at the right products that retailers should keep on shelf that appeal most to consumers and how they can use this range effectively. We would welcome comments on the following:

- How would you assess the performance of healthier options in convenience at the moment? Where are the areas for growth? What are the key trends that retailers need to be aware of?
- What kind of consumers choose healthier options during their shop? How has this changed in recent years? How can retailers use this to help generate footfall in their stores?
- How can retailers capitalise on events such as New Year's, Veganuary or Dry January to help drive sales of healthy alternatives in store? How can retailers merchandise this category to drive sales? How should they stock healthier options?
- What are the shopping missions driving healthy option sales? What kind of consumer is purchasing from this category? Are consumers willing to pay more for the benefit of a healthier option?
- With the cost-of-living crisis in mind, how can retailers help to drive sales with consumers that are worrying about financial stability? What part can PMP options play here?
- Do you have any NPD or campaigns you want to shout about?