

SCOTTISH GROCER FEATURE SYNOPSIS

January 2023

Nicotine

Editorial contact for this feature is

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Deadline for editorial submission Friday 18th 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.*

From filters all the way to vapes, nicotine remains a wide-ranging category but one that continues to be a staple for convenience stores. In this feature, we will look at the key trends affecting the category across the convenience channel and how brands are supporting retailers with it. We would welcome comments on the following:

- What are the key trends across nicotine formats that retailers should be aware of? What are the driving forces behind these trends? How can retailers ensure they are reacting appropriately to consumer demand?
- With inflation impacting across every category, what steps has your brand taken to help support retailers in the convenience sector during this financial crisis?
- In your view, where will the most exciting NPD come from in 2022? Do you have any NPD/campaigns you want to shout about?
- What steps are you taking to tackle illicit trade? Why is this work important? How does it benefit retailers?
- As consumers continue to cut back on their shops, how important is perceived value and recognised brands to nicotine success in the convenience channel? What formats are consumers picking more from at the moment? What has been driving this push, in your opinion?