

SCOTTISH GROCER FEATURE SYNOPSIS

February 2023

PMP

Editorial contact for this feature is

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Deadline for editorial submission Wednesday 4th January

- *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.*

The UK is predicted to be in recession until 2024 and, as such, consumers will be looking to shop smart and save some cash for the foreseeable future. With price-marked packs providing this perceived better-value option, it's clear that PMPs will have their part to play in all this. In this feature, we will look at how retailers can ensure their PMP range is working for them in their store and the best tips to drive sales here. We would welcome comments on the following:

- Why do PMPs appeal to consumers? Which demographic do PMPs appeal to the most? How does this vary by store location/size/demographic? Do you have any data on the performance of PMPs against equivalent unmarked packs?
- 2023 is set to be a tough year for everyone, with consumers saving cash where they can. How important are PMPs to a c-store in this context? What steps are you taking to protect retailer margins and attractive PMP price points during this time?
- How would you assess the availability of PMPs in stores at the moment? What PMPs do you offer? Why should retailers consider your price-marked proposition over setting their own prices with unmarked stock?
- What ranging/merchandising advice do you have for retailers? How can retailers better communicate their PMP range to consumers? A section exclusively for PMPs? Discount aisles? How can retailers use PMPs to create some in-store theatre?
- Do you have any NPD or campaigns you would like to shout about?