

SCOTTISH GROCER FEATURE SYNOPSIS

February 2023

Sports & Nutrition

Editorial contact for this feature is

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

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.*

Consumers are still feeling that New Year, New Me mentality even into February, with plenty focused on what products they can pick up to give them that extra boost in exercise. In this feature, we will look at how Scottish c-store retailers can capitalise on this health kick and respond to consumer demand for healthier options. We would welcome comments on the following:

- How would you assess the performance of Sports & Nutrition products in Scottish c-stores? What are the key trends retailers should be aware of? Where are the areas for growth here?
- How has the ongoing cost-of-living crisis affected sales for Sports & Nutrition products if at all? What steps has your brand taken to ensure the range remains affordable for consumers?
- What ranging advice can you offer retailers who may not know much about sports and nutrition products? What categories/supplements etc would you describe as 'must stocks' for Sports & Nutrition? What formats perform well across the category in Scottish convenience?
- What Sports & Nutrition shopper missions should convenience retailers be aware of? How can retailers best tap into demand from these missions?
- Where should retailers locate Sports & Nutrition products in store? How should retailers merchandise these products? Do you have any tips for retailers looking to create some in-store theatre around Sports & Nutrition?
- Do you have any NPD or campaigns that you would like to shout about?