

SCOTTISH GROCER FEATURE SYNOPSIS

February 2023

Spring Cleaning

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.*

Consumers will be looking to spruce up their homes as we head towards spring and that means a good clear-out and tidy-up is in order. In this feature, we'll look at the cleaning products that Scottish c-stores should stock up on for the Spring Cleaning occasion. We would welcome comments on the following:

- How would you assess the performance of household products in Scottish c-stores at the moment? What subcategories perform particularly well in convenience stores? Where are the areas for growth here? What are the key trends that retailers should be aware of?
- With a so many brands and variants to pick from, it can be a challenge knowing which is best to stock up for retailers. What advice can you offer retailers who want to create an easy-to-navigate household section? What ranging tips do you have for retailers that might be a bit pushed for space?
- What pack formats are performing well across Scottish convenience at the moment? Why is this the case? What scents/variants are currently most popular with Scottish consumers?
- Popularity for cleaning stars and household gurus such as Mrs Hinch has been rising lately. How can retailers capitalise on the social media side of cleaning products?
- Do you have any NPD or campaigns you want to shout about?