

SCOTTISH GROCER FEATURE SYNOPSIS

March 2023

Dairy

Editorial contact for this feature is

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Deadline for editorial submission Friday 27th 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.*

Dairy remains a critical category across the whole of retail, making it a key addition to c-store retailers' arsenal. In this feature, we will look at how Scottish c-store retailers can ensure they are making the most out of the dairy category and ensure their range can cater to as many consumers as possible. We would welcome comments on the following:

- How would you assess the performance of dairy products in Scottish c-stores? How does this compare to the grocery channel? What lessons could c-store retailers learn from the multiples?
- What are the key trends retailers should be aware of for 2023? What innovation or emerging brands/styles/formats within dairy do you expect to see gaining ground this year?
- How has the cost-of-living crisis affected the dairy category? How can retailers ensure their range remains attractive but at a fair price? What part can PMPs play in this?
- How have plant-based and dairy-free alternatives grown in recent years? How can retailers ensure they can grab a slice of this action? What innovations have you introduced to the subcategory? What advice can you offer retailers looking to introduce dairy-free alternatives?
- What are the main shopper missions driving dairy sales in convenience? How can retailers set up their dairy offer to ensure they are able to capitalise on these shopper missions?
- Do you have any NPD or campaigns you would like to shout about?