

SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

Functional & Energy

Editorial contact for this feature is

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Deadline for editorial submission Monday 27th February

- *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.*

Soft drinks as a whole mean big business across the Scottish convenience market but functional and energy drink brands have remained the top dogs in the chillers here. In this feature, we will look at how energy drinks continue to perform across the Scottish convenience channel and how retailers can best take advantage of this. We would welcome comments on the following:

- How are functional & energy products performing in Scottish c-stores? Where are the areas of growth? How can retailers make the most of that growth? What are the key trends retailers should be aware of?
- How has the shift to hybrid working affected sales for energy drinks, if at all? How can retailers best drive sales with early morning commuters looking for different ways to get their morning caffeine fix?
- How can c-store retailers make the most of their functional & energy section in stores? How should they site products? Where in store should they keep the section?
- What are the current trends across functional and energy drinks that retailers should be aware of? Are there any particular flavours or health benefits that consumers are drawn to at the moment? Where in store should they keep these products?
- Do you have any NPD or campaigns you want to shout about?