

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

### Sugar Confectionery

Editorial contact for this feature is

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Deadline for editorial submission Monday 27<sup>th</sup> 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.*

Whether it's for a celebration, to help pick you up when you're feeling low or just because it's Friday, picking up a packet of your favourite sweets can help make the day a great one. Of course, they also offer plenty of opportunities for retailers, too, and, in this feature, we will look at how retailers can capitalise on this through their sugar confectionery sections. We would welcome comments on the following:

- How is sugar confectionery performing in Scottish c-stores at the moment? Where are the areas for growth in this category? How can c-store retailers ensure they are making the most of this growth? What are the key trends retailers should keep an eye on?
- What kind of occasions are driving sugar confectionery sales in convenience at the moment? How can retailers ensure they are effectively catering for these shopper missions?
- How are confectionery brands responding to demand for healthier options? What about plant-based/vegan-friendly demand? Do you see shoots of growth in this subcategory?
- With the cost-of-living crisis in mind, do you have any tips to help retailers to drive up sales across the sugar confectionery section? What part do PMPs have to play across the category?
- Do you have any campaigns or NPD you want to shout out?