

SCOTTISH GROCER FEATURE SYNOPSIS

March 2023

Summer Soft Drinks

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.*

Although the weather might not make it feel like it, summer is on its way and, with the heat, consumers will be looking to their favourite soft drinks to enjoy in the sun. In this feature, we will look at how retailers can drive up soft drink sales throughout the seasonal opportunity. We would welcome comments on the following:

- How would you assess the performance of soft drinks in Scotland's convenience channel? What are the key category trends retailers should be aware of and where do you think the areas of growth will be in 2023?
- How are low- and no-sugar options performing in convenience? What kinds of consumers are purchasing low- and no-sugar options? What sort of innovation can retailers expect to see in this subcategory in 2023? How much focus should retailers give to low- and no-sugar options?
- The UK is set for its first Coronation in 70 years and, given the popularity of the Platinum Jubilee celebrations last year, what opportunities will present themselves to drive up some soft drink sales this summer? Are we likely to see an increase of at-home celebrations and people enjoying the extra bank holiday once again? How can retailers ensure they make the most of these opportunities? Are there any other special occasions retailers should keep an eye out for?
- What are the shopping missions driving soft drinks category sales? How can retailers ensure they have the right range to cater to these shoppers? How does this evolve as the weather gets warmer?
- What ranging and merchandising advice can you offer retailers? How important are promotions to soft drinks success? How can retailers effectively use their soft drinks range to generate link sales and boost average basket spend in their store?
- Do you have any summer NPD or campaigns you would like to shout about?