

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2023

### Vaping

Editorial contact for this feature is

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

Vaping is a constantly growing category, one popular with a wide variety of consumers as well as with retailers for the high margin sales. In this feature, we will look at the various formats and flavours available in stores at the moment as well as offer some key advice for retailers looking to level up their vaping selection. We would welcome comments on the following:

- How are vaping products performing in convenience? What are the key trends? Where are the areas of growth?
- With so many brands and a decent amount of jargon, vaping can be a confusing category for consumers and retailers alike: what advice can you offer for those looking to improve their knowledge and communicate effectively with customers? What resources are available for retailers and consumers?
- What flavours and formats are proving popular are present? How can retailers with limited space ensure they're ticking the right boxes with their vape range?
- How big an issue is the counterfeit and illicit trade for the vaping category? What steps are brands taking to support legitimate retailers and to combat the illicit trade?
- There is currently a push for vaping to be seen as a tool for smoking cessation across the Scottish market, with the Scottish Government weighing in on the matter. What steps has your brand taken to promote itself as an alternative to cigarettes and more traditional tobacco smoking methods? Do you have any advice for retailers to help educate their customers on the matter?
- Do you have any NPD or campaigns you would like to shout about?