

SCOTTISH GROCER FEATURE SYNOPSIS

May 2023

Healthier Choices

Editorial contact for this feature is

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Deadline for editorial submission Monday 27th March

- *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.*

The consumer health kick appears to be never ending, which spells good news for retailers. In this feature, we will look at how healthier alternatives are performing in convenience and ask how retailers can make sure they've got the right range to meet today's expectations. We would welcome comments on the following:

- How are healthier options performing in Scottish convenience stores at the moment? Has demand evolved over the course of the pandemic? What are the key trends that retailers should take note of?
- What's driving demand for healthier alternatives? In which categories are healthier alternatives performing best?
- Where should retailers site healthier alternatives in store? In a section of their own, within their corresponding category, or even both? How can retailers effectively signpost healthier options on the fixture?
- How can retailers ensure they can keep healthier options in store popular given the perception that they can come with a bigger price tag? Will consumers still seek healthier alternatives during the cost-of-living crisis, or will they only seek the cheapest option in stores?
- How has the increasing popularity of veganism/vegetarianism affected demand for healthier options? What about gluten-free/free-from? Could the convenience channel do more to tap into demand for vegan/vegetarian options?
- Do you have any NPD or campaigns you want to shout about?