

SCOTTISH GROCER FEATURE SYNOPSIS

June 2023

Household Paper

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Wednesday 26th April

- *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.*

A mainstay of the shopping list, household paper is an absolute need for consumers and c-store retailers will be keen to make sure they have a well-stocked range. In this feature, we will look at how Scottish c-store owners can make the most of the category with a range to fit the need. We would welcome comments on the following:

- How would you assess the performance of household paper in Scottish c-stores at the moment? How does this compare with larger multiples and grocers? What are some of the key trends in the category?
- What is your advice for merchandising and ranging household paper in convenience stores? How can retailers make the most of limited space, especially with larger formats?
- How important is brand recognition to household paper sales? Is this the case for Scottish c-stores and does it differ from other regions in the UK?
- How has increased environmental awareness impacted the household paper category? What sort of environmentally friendly solutions do brands offer and what kinds of consumers are likely to purchase these products?
- How important are PMPs to household paper shoppers in the convenience channel? How do you expect the cost-of-living crisis to affect consumers choice when it comes to household paper?
- Do you have any NPD or campaigns you would like to shout about?