

SCOTTISH GROCER FEATURE SYNOPSIS

May 2023

PMP

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 cost-of-living crisis has everyone concerned for their budgets as people across the board are seeking the cheapest possible option in stores. This is where PMPs can help to play their part and, in this feature, we will look at how retailers can use the format to effectively communicate value to their customers. We would welcome comments on the following:

- How important are PMPs to c-store success at the moment? Why do you think that is? What categories in particular benefit from a strong PMP offer?
- Many consumers are facing a cost-of-living squeeze, what does this mean for the importance of PMPs in the convenience channel? How effectively do PMPs communicate value to the consumer?
- What are the key price points within PMPs at the moment? In the face of inflation and rising costs for producers, should we expect to see evolution in terms of PMP price points?
- What are the advantages of stocking PMPs in convenience stores? How can retailers use PMPs to help create incremental or impulse sales?
- How would you rate the availability of PMPs in your category and how reasonable are the margins? Why should retailers invest in PMPs rather than standard packs that allow them to set their own price?
- Where should retailers site PMPs in stores? How can retailers use price-marked stock to create an eye-catching display?
- Do you have any NPD or campaigns you want to shout about?