

SCOTTISH GROCER FEATURE SYNOPSIS

June 2023

Personal Hygiene

Editorial contact for this feature is

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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.*

Since the pandemic, more consumers have been conscious of their cleanliness and making sure they can stay on top of this is still a concern for many. This could spell good news for c-store retailers and the impulse need for some hand sanitiser or soap could be a key sale going forward. In this feature, we will look at the different personal hygiene options available to consumers and the key ones that c-store retailers should be stocking up on. We would welcome comments on the following:

- How have personal hygiene products been performing across Scottish convenience lately? Has this changed much since the end of the Covid-19 pandemic? Where are the areas for growth here? Are there any trends that retailers need to be aware of?
- What are the pack formats that retailers need to be more aware of? Where should personal hygiene items be sited across the store? How does this change per item?
- What shopper missions are driving personal hygiene purchases at the moment in convenience?
- How can retailers use personal hygiene to create link sales – e.g., shampoo with conditioner or hand sanitiser with tissues? Could this also be used to push cross-category sales, too, such as with over-the-counter medicines?
- With the current cost-of-living crisis, what part do PMP formats have to play across the personal hygiene category?
- Do you have any NPD or campaigns you would like to shout about?