

## SCOTTISH GROCER FEATURE SYNOPSIS

May 2023

### Soft Drinks

Editorial contact for this feature is

Giles Blair [giles.blair@peeblesmedia.com](mailto:giles.blair@peeblesmedia.com) 0141 567 6074

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

Getting their soft drinks sections right is crucial for retailers to really turn a profit in convenience stores. In this feature, we will look at the trends across soft drinks and which ones will be key to keep an eye on for the months ahead. We would welcome comments on the following:

- How are soft drinks performing in the Scottish convenience channel? What are the key category trends that retailers should be aware of? Where are the growth opportunities for the future?
- What shopper missions are driving sales of soft drinks in the convenience channel? How has this evolved post-pandemic? With the cost-of-living crisis at the forefront of consumers' minds, what can retailers expect from the soft drink category? A push for affordable formats?
- How has increased consumer interest in sustainability affected the soft drinks category? What steps are you taking to reduce your impact on the environment? How are you communicating these actions to consumers? How might these activities benefit retailers?
- How are healthier alternatives (low cal, low sugar etc) performing within soft drinks at present? How much space should retailers dedicate to these lines?
- What ranging/merchandising advice can you offer Scottish c-store retailers?
- How can retailers use their soft drinks range to generate link sales?
- Do you have any NPD or campaigns you would like to shout about?