

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2023

### Confectionery

Editorial contacts for this feature are:

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Deadline for editorial submission is Wednesday 24th May.

- *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.*

No matter how stretched consumers' budgets get, there will always be room for a packet of their favourite sweets on the grocery list. In this feature, we'll look at how Scottish c-store retailers can ensure they have the right range to drive up sales across confectionery as well as the new products that customers will find too tempting to resist. We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores at the moment? Where are the areas for growth here? What are the key trends that c-store retailers should be aware of for the rest of the year?
- What ranging and merchandising advice do you have for c-store retailers? How important is POS to creating an engaging display? What support can you offer in this regard?
- With the financial crisis in mind, how can retailers ensure their confectionery range remains attractive as well as affordable for customers? What formats work well here? How important are promotions in the confectionery category to help create further sales across the Scottish convenience channel?
- How are healthier options performing in the confectionery category at the moment? How have these demands evolved in Scotland given HFSS developments south of the border? Has there been much of an impact here? What about free-from options (vegan, halal, gluten free)?
- What are the key shopper missions driving sales in the confectionery category? How can retailers ensure they're effectively catering to these missions?
- Do you have any NPD or campaigns you would like to shout about?