

SCOTTISH GROCER FEATURE SYNOPSIS

July 2023

Functional & Energy

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.*

Functional & energy drinks continue to mean big money across the soft drinks category in c-stores making it an absolute must stock. In this feature, we will look at the latest trends in the functional & energy categories and how c-store retailers can best capitalise on them. We would welcome comments on the following:

- How would you assess the performance of functional & energy drinks in Scottish c-stores? What are the key trends that retailers should be aware of? How have category trends evolved in recent years, particularly since more consumers are out and about once again?
- What edge does the convenience channel have over larger multiples when it comes to ranging or merchandising functional & energy drinks in their stores? Where are the areas with potential for improvement here? How much space should retailers dedicate to functional & energy drinks in their stores?
- What pack formats are proving popular in functional & energy at the moment?
- Functional goes beyond standard energy drinks. How can c-store retailers ensure they have a range of functional snacks (protein bars/added benefit snacks) that will meet the consumer demand?
- How important is flavour innovation across the functional & energy sector? What advice can you offer retailers with limited space when it comes to trialling NPD in stores? How can retailers ensure they're offering consumers the most exciting new products without wasting space on shelves or in the chiller?
- What merchandising or ranging advice do you have for retailers? Beyond chillers, where else should retailers stock functional & energy options in stores?
- Do you have any NPD or campaigns you would like to shout about?