

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2023

### Bottled Water

Editorial contacts for this feature are:

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

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission Wednesday 26<sup>th</sup> July

- *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.*

Bottled water flows out of c-stores as plenty of consumers on the go look to keep themselves hydrated in the last of the summer sun. In this feature, we will examine how the bottled water category is performing in the convenience channel and how retailers can push sales further in the category. We would welcome comments on the following:

- How would you assess the performance of bottled water in the convenience channel? What are the key trends in bottled water at the moment? Where are the areas of growth? How can Scottish c-store retailers capitalise on this?
- How are flavoured or sparkling water variants performing in convenience at the moment? What can c-store retailers do to help drive sales with these variants? How can they effectively signpost new bottled water SKUs in their chiller?
- What shopper missions are driving bottled water sales? How can retailers ensure they're catering to these missions?
- Sustainability is a major focus for many bottled water brands at present, what steps has your brand taken to reduce its own environmental impact? How has this benefited your brand? How are you communicating changes to consumers?
- What merchandising and ranging advice do you have for Scottish c-store retailers? How much space should they dedicate to take-home shopping missions with bottled water? What proportion of soft drinks chiller space should be dedicated to bottled water?
- Do you have any NPD or campaigns you would like to shout about?