

SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

Forecourts

Editorial contacts for this feature are:

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Deadline for editorial submission Friday 25th August

- *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.*

Forecourt retailing is an entirely different game from the usual convenience store, with plenty of other factors to keep on top of and different regulations to read up on. In this feature, we will lay out how forecourt retailing has changed over the course of 2023 and how retailers can adapt with the times to ensure they can run a successful store. We would welcome comments on the following:

- What are the key trends in forecourt retailing in 2023? How has the extraordinarily high fuel price affected consumer behaviour? How does changing habits at the pumps affect c-store retail outcomes at a forecourt site?
- What are the main challenges facing forecourt retailers at present? How can retailers ensure they're set up to meet these challenges?
- How are forecourt sites affected by the cost-of-living crisis? Have you seen any evidence of increased drive-offs? What can retailers do to protect fuel/stock when many household budgets are at breaking point?
- What does today's consumer expect from a forecourt? What should a modern forecourt c-store look like? What are the must-stocks/essential services? (Food to go? A branded coffee offer? Electric charging?) If a retailer had money to spend, where should they prioritise investment? What support/advice can symbol groups/suppliers offer in this regard
- What technological solutions are there on offer at the moment that you think forecourt retailers should be aware of? How does this tech make life easier for retailers/reduce costs/improve margins?