

SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

Functional & Energy

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.*

Functional & energy drinks are flying off Scottish convenience store shelves more than ever, making them a key category for any c-store. In this feature, we'll take a look at current trends for the categories and look at what else retailers can do to boost performance in their store. We would welcome comments on the following:

- How would you assess the performance of functional & energy in the convenience channel? What are the key trends that retailers should be aware of? Where are the areas of growth?
- How has the category evolved over the last 12 months? What lockdown habits have been retained and what has changed since restrictions were lifted?
- How are low/no-sugar variants performing and should retailers expect to see further growth in this regard? Beyond sugar/calorie content, what other health claims are consumers seeking out when shopping functional & energy?
- Which shopper missions are driving sales in the convenience channel and how can retailers ensure their offer is catering to these consumers?
- How do you expect the cost-of-living crisis will affect category trends? What steps can retailers take to ensure they're communicating value to their customers?
- What ranging/merchandising advice can you offer?
- Do you have any NPD or campaigns you want to shout about?