

SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

PMP

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.*

During times of inflation and rising costs, a PMP can be a reassurance to plenty of consumers who are seeking the best deal they can possibly get. In this feature, we will look at why PMPs remain such a popular addition to a convenience store and the benefits they bring with them. We would welcome comments on the following:

- How important is a strong PMP range to success in the convenience channel? What are the benefits of stocking PMPs? Why do some consumers choose/trust a price-marked packs over unmarked stock?
- With the cost-of-living crisis in mind, which shoppers tend to seek out PMPs and how might this change in the weeks and months ahead as inflation is expected to continue to decline?
- What steps have you taken to ensure convenience retailers are able to command a decent margin when they stock price-marked packs? How do PMP margins differ from unmarked stock? Do PMP volume sales make up for any tightening of margin versus unmarked packs?
- How have you expanded or changed your range of PMPs lately? Why have you made these decisions and how do they benefit retailers?
- What merchandising/ranging advice can you offer when it comes to PMPs?
- Do you have any NPD or campaigns you would like to shout out?