

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

### Winter Remedies

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 Friday 25<sup>th</sup> 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.*

Just when consumers are finally getting over the woes of hay fever, winter colds rear their heavy heads, pushing shoppers to some over-the-counter remedies. In this feature, we will look at how retailers can ensure they've got the right range of winter remedies for their store to meet a variety of consumer demands. We would welcome comments on the following:

- How would you assess the performance of winter remedy products in the Scottish convenience channel? How does this compare to the larger multiples? Are there lessons that independent retailers could learn from the grocery channel?
- The pandemic has changed attitudes to coughs and sneezing among many. How has demand for winter remedy products evolved over the last few years and do you expect to see pandemic trends persist this winter?
- What shopper missions tend to drive winter remedies in the convenience channel? How can retailers ensure they have the right range to cater to these shopper missions?
- What pricing strategy should retailers take when it comes to winter remedies? How important are price-marked packs likely to be this winter, when many consumers will be facing eye-wateringly high increases to their monthly outgoings?
- How important is brand recognition when it comes to winter remedy purchasing decisions?
- What ranging/merchandising advice can you offer? What do you consider to be the 'must stocks'?
- Do you have any NPD or campaigns you would like to shout about?