

SCOTTISH GROCER FEATURE SYNOPSIS

December 2023

2024 Must Stocks

Editorial contacts for this feature are:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Wednesday 25th October

- *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.*

As we come to the end of 2023, there will be plenty of Scottish convenience retailers looking to put their best foot forward for the new year and make sure they've got a key range of products in stock. In this feature, we would like to invite brands to comment on what they consider will be the 'must stocks' in convenience for 2024 and share the trends that look likely to be popular ones in the new year. We would welcome comments on the following:

- What do you think will be the key trends of 2024? Are there any 2023 trends that you expect to carry through into the new year? Are there any emerging categories that look promising and could hit their stride in the new year?
- Which of your brands or services should retailers consider picking up in the new year? Are there any products that retailers haven't seen before? Any returning favourites that could be set to make a comeback?
- How can retailers site these 'must stocks' during the start of the new year? How much of this space should retailers dedicate to new products? Could retailers use the impulse purchasing occasion to really drive the NPD?
- In your opinion, what impact do you expect the cost-of-living crisis to have in 2024? Early predictions suggest we could be over the worst of it, could this encourage shoppers more and help build up confidence? How best can c-store retailers reassure consumers here and show they are getting a good deal?
- Do you have any NPD/campaigns you would like to shout about?