

SCOTTISH GROCER FEATURE SYNOPSIS

December 2023

Veganuary

Editorial contacts for this feature are:

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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.*

Plant-based options are firmly rooted in across the convenience channel now as consumer demand grows for the category. This could see c-stores be a prime location for shoppers taking on the Veganuary challenge this January. In this feature, we will look at what brands consider to be the key products worth stocking up on for the plant-based market. We would welcome comments on the following:

- How would you assess the performance of vegan alternatives in the convenience channel at the moment? How does this compare to the total grocery channel? Where are the areas for growth here?
- What kind of consumer is now purchasing more vegan options? How does this compare to previous years? What is driving these purchases? (Better diet? Climate change? Animal rights?) How can retailers appeal to the 'flexitarian' trend during the event?
- Do you have any advice for retailers that might be picking up on some meat alternatives for the first time this year? How can they market the range in store? What advice do you have for retailers with limited space?
- How can retailers turn Veganuary into more of an event in their store? What can they do across social media channels to drive engagement? Is there any advice you have for in-store theatre?
- With price-conscious consumers, how can retailers communicate that a vegan lifestyle doesn't break the bank?
- Do you have any NPD/campaigns you would like to shout about?