

SCOTTISH GROCER FEATURE SYNOPSIS

December 2023

Christmas Top Up

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.*

Last-minute shoppers will be in a panic to find that last gift, stocking filler or bottle to bring to the party – meaning the top-up shop is a key mission for the Christmas period. In this feature, we will look at the products that brands consider to be key for top-up missions this December. We would welcome comments on the following:

- Which categories perform well from top-up shopping over the Christmas period? Which SKUs are key for retailers to stock up on for this shopping mission?
- What categories are common distress purchases during the festive season for consumers? How does this compare to the rest of the year? What last-minute Christmas essentials should be on retailers' shelves this year?
- What steps has your firm taken over the past year to ensure good availability for the festive season?
- How can retailers best advertise their store as a good place for a last-minute Christmas shop? How best can they site these products in stores?
- Do you have any NPD/campaigns you want to shout about?