

SCOTTISH GROCER FEATURE SYNOPSIS

January 2024

Home Delivery

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 27th November

- *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.*

Consumers' free time during the day to get the shopping done can be severely limited at times so having the shop come to them can be the more convenient option here. In this feature, we will look at the variety of home delivery services that are available for the Scottish convenience channel and how retailers can make sure the service is right for their store. We would welcome comments on the following:

- How would you assess the performance of delivery options in Scottish c-stores? How has this changed over the last 12 months?
- What are the kinds of shop that consumers are doing on delivery apps? Impulse? Top-up? Food for evening meals? Food for the week?
- What are the terms of your home delivery offer? Minimum contact/cancellation/commission structure or other fees? Delivery charges?
- What advice do you have for retailers looking to implement or improve on their delivery services in-store?
- How can retailers push their delivery service to consumers who are more financially concerned? Does your service offer some exclusive promotions/loyalty offers through your platform that retailers can capitalise on?
- What steps do you take to get consumers engaged with your delivery platform? How is your brand marketed?
- What other features or benefits does your services offer other than delivery?