

SCOTTISH GROCER FEATURE SYNOPSIS

January 2024

Hot Beverages

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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.*

Wet and cold weather usually accompany January, meaning plenty of consumers will be looking to keep warm with a cup of something hot this month. In this feature, we will look at how retailers can capitalise on the opportunity that is brought on by the winter period for the hot beverages category. We would welcome comments on the following:

- How would you assess the performance of hot beverages in Scottish c-stores at the moment? Where are the areas for growth here and what is driving this growth? What are the key trends that retailers should be aware of for 2024?
- How has the current cost-of-living crisis affected the hot beverage category? How have you altered your range to fit with more cost-conscious consumers?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary trends? Are there any pieces of innovation that retailers should look out for?
- How can retailers capitalise on to-go offers here? What solutions are available for retailers that are looking to introduce an on-the-go hot beverage options in their stores?
- Do you have any NPD or campaigns you would like to shout about?