

SCOTTISH GROCER FEATURE SYNOPSIS

January 2024

Protein Drinks & Snacks

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 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.*

January offers the chance for consumers to refresh their way of living and this means there will be plenty of avid gym-goers after the bells. This means that protein drinks and snacks could be a lucrative option for retailers to make the most of and, in this feature, we will look at the best avenues retailers can take to do just this. We would welcome comments on the following:

- How would you assess the performance of the protein market in convenience at the moment? Where are the areas for growth? What are the key trends that retailers need to be aware of?
- What kind of consumers are looking to the protein sections in store? How has this changed in recent years, if at all? How can retailers use this to generate footfall in their stores?
- What would you consider to be key products retailers should be stocking here to appeal to consumers? Protein bars? Protein shakes? Powders? Meals?
- What shopping missions are currently driving protein sales in convenience? Are more consumers seeking them on an impulse basis or is there more planning to it than this? How can retailers take advantage of this?
- How can retailers site protein products in their store? Should there be a dedicated section to the entire range or should certain products be placed in different areas across the store?
- Do you have any NPD or campaigns you want to shout about?