

SCOTTISH GROCER FEATURE SYNOPSIS

February 2024

Chocolate

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Deadline for editorial submission Wednesday 3rd January

- *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 everywhere can hardly resist their favourite chocolate bar, and this can be doubly so for some sweet-toothed Scottish consumers out there. In this feature, we will look at how Scottish c-store retailers can make the most of what the category has to offer, especially with Easter on the horizon. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? What are the key trends that retailers should be aware of in the category for 2024? Where are the areas for growth within convenience?
- How does the convenience channel's performance compare to the multiples? What lessons can c-store retailers learn from the grocery channel and apply in-store?
- How are low/no-sugar chocolate options performing at the moment? How much demand is there for these kind of options? Who is driving this demand? Where should retailers site healthier chocolate in their stores?
- How much demand is there for free-from/vegan options across the chocolate category? How can retailers drive this demand in c-stores?
- Is the cost-of-living crisis still impacting chocolate sales in convenience or is the category bouncing back now inflation is lower? How can retailers capitalise the small indulgence occasion that chocolate offers? What pack formats are performing well across chocolate? How important are PMPs to the category's success?
- How has premiumisation affected the category? Has there been an increase in demand for more premium chocolate options? Are there opportunities to grow this demand across the convenience channel?
- Do you have any NPD or campaigns you would like to shout about?