

## SCOTTISH GROCER FEATURE SYNOPSIS

February 2024

### Cigars

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 3<sup>rd</sup> 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.*

Purchased with celebrations in mind, the cigar category offers some unique yet popular opportunities across the convenience channel. In this feature, we will look at the trends within the cigar category and what steps retailers can take to improve on their own offer. We would welcome comments on the following:

- What are the current trends that Scotland's c-store retailers should be aware of across the category? Where are the areas for growth here and what is driving this growth? How does convenience compare to other retail channels when it comes to cigar sales?
- What advice do you have for retailers who might be cautious about entering the cigar category for the first time? What information can you provide them to help clear up any questions they may have? How can retailers use this to expand their knowledge of the category? What advice or training can you offer retailers to better communicate their cigar selection to consumers?
- What are the shopper missions currently driving cigar sales? Are they seen as more impulse items bought for special occasions? How can retailers use this to drive sales for the category?
- How important is price point to success in the cigar category? What price points should retailers make sure they are hitting? While acknowledging that independent retailers are free to sell at any price, what are the benefits of selling at RRP?
- Do you have any campaigns or NPD you would like to shout about?