

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2024

### Dairy

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 29<sup>th</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.*

For consumers needing to make a milk run first thing in the morning, convenience stores are crucial. As such, dairy remains a critical category for Scotland's c-stores and retailers are looking to every avenue to keep the chillers popular in stores. In this feature, we will look at how Scottish c-store retailers can build up their dairy range to ensure it remains profitable. We would welcome comments on the following:

- How would you assess the performance of dairy products in Scottish c-stores? How does this compare to the grocery channel? What lessons could c-store retailers learn from the multiples?
- What are the key trends retailers should be aware of for 2024? What innovation or emerging brands/styles/formats within dairy do you expect to see gaining ground this year?
- How has the cost-of-living crisis impacted on the dairy category over the last 12 months? How can retailers ensure customers get a fair price here?
- How have plant-based and dairy-free alternatives grown in recent years? How can retailers ensure they can grab a slice of this action? What innovations have you introduced to the subcategory? What advice can you offer retailers looking to introduce dairy-free alternatives?
- What are the main shopper missions driving dairy sales in convenience? How can retailers set up their dairy offer to ensure they are able to capitalise on these shopper missions?
- Do you have any NPD or campaigns you would like to shout about?