

SCOTTISH GROCER FEATURE SYNOPSIS

March 2024

Food to Go & Snacking

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Deadline for editorial submission Monday 29th 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.*

Whether part of a lunch deal or a more impulsive buy, food to go and snacking options remain big business for Scottish convenience stores. In this feature, we will look at the opportunities that the categories present to c-store retailers and what additions can be made to stores to help drive these sales. We would welcome comments on the following:

- How would you assess the performance of food to go and snacking in the convenience channel? How has the return to the workplace affected sales across the categories? What are the key trends that retailers should be aware of here?
- In your opinion, what flavours and formats will be the big drivers for retailers across 2024?
- What store investments should retailers be considering when it comes to food to go options? In-store cooking options? Kitchen set-ups? How can retailers bring an extra level of quality to the offer?
- With the cost-of-living crisis in mind, how can retailers still ensure their range can cater to consumers looking to save some cash? How can retailers ensure consumers see their ranges to be small, affordable indulgences?
- Health and free-from alternatives have been high on the agenda for some consumers, how can retailers ensure their range caters to them? What steps has your brand taken to follow this consumer trend?
- Do you have any NPD or campaigns you would like to shout about?