

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2024

### Functional & Energy

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 26<sup>th</sup> February

- *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 consumers are looking for a quick caffeine fix in the morning or a boost for the gym, Scottish c-stores could have their needs covered with a strong functional & energy section in store. In this feature, we will look at the benefits of stocking a range of energy and functional drinks options for consumers and how retailers can best take advantage of this lucrative category. We would welcome comments on the following:

- How are functional and energy products performing in Scottish c-stores? Where are the areas of growth? How can retailers make the most of that growth? What are the key trends retailers should be aware of?
- How has the shift to hybrid working affected sales for energy drinks, if at all? How can retailers best drive sales with early morning commuters looking for different ways to get their morning caffeine fix?
- How can c-store retailers make the most of their functional and energy section in stores? How should they site products? Where in store should they keep the section?
- What are the current trends across functional drinks in particular that retailers should be aware of? Are there any flavours or health benefits that consumers are drawn to at the moment? Where in store should they keep these products?
- Do you have any NPD or campaigns you want to shout about?