

SCOTTISH GROCER FEATURE SYNOPSIS

April 2024

Nicotine

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Deadline for editorial submission Monday 26th 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.*

Covering cigarettes, roll-your-own options and vaping products, the nicotine segment is a wide-reaching one that covers the consumer demand. In this feature, we will look at how nicotine categories continue to perform in the convenience channel and ask what more can retailers do to meet consumer demands. We would welcome comments on the following:

- How would you assess the performance of tobacco products in Scottish c-stores? What are the key trends that retailers should be aware of?
- How has the vaping category evolved over the last few years? How has the category matured in the convenience channel and where are the areas of growth? What are the key trends within vaping that retailers should be aware of?
- How are other smoking alternatives such as pouches or other non-smoking options performing in the convenience channel? What steps have been taken to increase knowledge among UK consumers? Why should retailers consider investing these products?
- How has the heated tobacco category performed over the last 12 months? Has there been a greater uptake in the alternative nicotine product? What more can c-store retailers do to ensure more of their shoppers know this product is available to them?
- What resources are available to retailers who may wish to better educate themselves and their customers on the nicotine products on the market? What do you think are the key pieces of product knowledge that retailers should be providing to their customers for your category/brand within nicotine?
- How prevalent is illicit trade in tobacco in Scotland? Why should retailers care about illicit trade, what can they do to support efforts to reduce the illicit trade and

what steps has your firm taken to tackle illicit trade? What about illicit vape products? How prevalent an issue are counterfeit vape products? What steps are brands taking to tackle the illicit vape trade?

- Disposable vapes are set to be banned in the UK, how should Scottish c-store owners prepare for this? Should they start introducing customers to refillable options? Is there a concern this could push vapers back to traditional, more harmful smoking options as a result? What kind of danger does this create for children who could now turn to illicit avenues?
- Do you have any NPD or campaigns you would like to shout about?