

SCOTTISH GROCER FEATURE SYNOPSIS

March 2024

Packaging

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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 it's about sustainable innovations or ensuring a secure delivery, it can be all in the box across the convenience industry. In this feature, we will look to see what new developments there have been in packaging, including cardboard boxes, new pack designs or packaging innovations. We would welcome comments on the following:

- What new innovations have there been in the packaging space? What trends have remained dominant across the board?
- How has your brand kept up to date with current demands in packaging? Has there been more of a move towards sustainable options? How has your brand managed to keep costs cheap, so that these changes aren't passed down to the consumer?
- What changes have you made to your packs that will help to cut back on carbon emissions?
- What efforts has your brand made to help cut down on waste packaging? What advice do you have for retailers looking to clear up space in store?
- Do you have any NPD or campaigns you would like to shout about?