

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2024

### Summer Soft Drinks

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.*

A damp winter has made Scottish consumers eager for the summer – and plenty will be looking to quench their thirst in the warm sunshine with their favourite soft drinks. In this feature, we will look at how retailers can effectively drive up sales in the category throughout the seasonal opportunity. We would welcome comments on the following:

- How would you assess the performance of soft drinks in Scotland's convenience channel? What are the key category trends retailers should be aware of and where do you think the areas of growth will be in 2024?
- How are low/no-sugar options performing in convenience? What kinds of consumers are purchasing low/no-sugar options? What sort of innovation can retailers expect to see in this subcategory in 2024? How much focus should retailers give to low/no-sugar options?
- What are the shopping missions driving soft drinks category sales? How can retailers ensure they have the right range to cater to these shoppers? How does this evolve as the weather gets warmer?
- This summer will see plenty of big events, including the Euros 2024 and the Olympic Games. How can c-store retailers use the excitement around these events to drive up some extra sales? Are we likely to see an increase in purchasing from the category due to these events? How can retailers ensure they are making the most of these opportunities?
- What ranging and merchandising advice can you offer retailers? How important are promotions to soft drinks success? How can retailers effectively use their soft drinks range to generate link sales and boost average basket spend in their store?
- Do you have any summer NPD or campaigns you would like to shout about?