

SCOTTISH GROCER FEATURE SYNOPSIS

March 2024

Sustainability

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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.*

Scorching summers in recent years and the COP28 conference in Dubai has kept the need for sustainable solutions at the forefront of consumers' minds and, as such, many will be looking to make a difference where they can. In this feature, we will look at how Scottish c-store retailers can assist consumers in this journey towards a greener lifestyle, whether this is through innovation packaging solutions or swapping to a more plant-based diet. We would welcome comments on the following:

- How important is sustainability to convenience channel shoppers? What are the key environmental concerns expressed by shoppers when it comes to FMCG?
- Which demographics are most concerned with sustainability and how valuable are these consumers to the convenience channel? How important are these shoppers likely to be in the future?
- What steps has your brand taken to improve its environmental credentials? What sustainability goals are you working towards? How are you communicating your environmental activities to consumers?
- With the cost-of-living crisis in mind, how can retailers still communicate more environmentally friendly options in stores? How has your brand managed to keep itself sustainable while also protecting retailers' margins?
- How can retailers better communicate sustainability in their store? What can they do to signpost more environmentally friendly brands? Is there scope to introduce a sustainability section? What could the benefits of this be?
- Do you have any sustainability focused NPD/campaigns you want to shout about?