

SCOTTISH GROCER FEATURE SYNOPSIS

April 2024

Tea & Coffee

Editorial contacts for this feature are:

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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.*

Helping to start off the day or helping consumers to relax during stressful moments, tea and coffee have helped ensure plenty of shoppers can make the day a lot easier to handle. In this feature, we will examine the raft of options available to consumers across both categories and the weight that a brand name can hold for both. We would welcome comments on the following:

- How are the tea and coffee categories performing in Scottish c-stores at present? Where are the areas for growth? How can retailers make sure they are making the most of this growth? What are the key trends retailers should be aware of?
- What pack formats are performing well at the moment for tea and coffee? Has this changed over the last year as consumers adjusted to hybrid living? What sustainable options does your brand offer across packaging (e.g. refill bags, reduced glass, etc)?
- How has the demand for health benefits affected tea and coffee sales? What can retailers do to effectively draw consumers attention to these benefits?
- How can retailers generate some excitement in store around tea and coffee? How can they use this to grow link-up sales across complementary categories such as biscuits or baked goods?
- How can retailers support their consumers financially across these options? Has there been a trend towards cheaper options across the board? What part can PMPs play here to help customers get what they are looking for without breaking the bank?
- Do you have any NPD or campaigns you would like to shout about?