

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2024

### Vaping

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.*

While fraught with debate and speculation, there can be no denying the popularity of the vaping category within convenience. In this feature, we will look at the different formats and variants available in stores now, as well as offer some key advice for retailers looking to up their game in the vaping section. We would welcome comments on the following:

- How are vaping products performing in convenience? What are the key trends? Where are the areas of growth?
- With so many brands and a decent amount of jargon, vaping can be a confusing category for consumers and retailers alike: what advice can you offer for those looking to improve their knowledge and communicate effectively with customers? What resources are available for retailers and consumers?
- What flavours and formats are proving popular at present? How can retailers with limited space ensure they're ticking the right boxes with their vape range?
- Debate over a potential ban on disposable vapes presents a new challenge for the convenience channel. What advice do you have for retailers looking to demonstrate responsible retailing in the category? What steps has your brand taken to show the possible cessation uses for disposable options? Does your brand offer easier recycling for these devices, such as a recycling bin? What other solutions should governments across the UK be considering over an outright ban on these products?
- There is also a great concern over the number of youth vapers in the UK – what steps has your brand taken to show it is exclusively geared to an adult market? How big an issue is the counterfeit and illicit trade for the vaping category? What steps are brands taking to support legitimate retailers and to combat the illicit trade?
- Do you have any NPD or campaigns you would like to shout about?