

## SCOTTISH GROCER FEATURE SYNOPSIS

May 2024

### Alternative Nicotine Products

Editorial contacts for this feature are:

Giles Blair [giles.blair@peeblesmedia.com](mailto:giles.blair@peeblesmedia.com) 0141 567 6074

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission Wednesday 27<sup>th</sup> March

- *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.*

Consumers across the board are cutting back, whether that be on sugar or smoking. With this in mind, it's important that retailers can now accommodate every kind of consumer demand here, especially across a wide and complicated category like nicotine. In this feature, we will look at the options available to consumers aside from traditional smoking products. We would welcome comments on the following:

- How have alternative nicotine products performed in Scottish c-stores in recent years? What are the key category trends that retailers should stay aware of?
- What alternative nicotine products beyond vaping have been performing well in Scottish c-stores in recent times? Heat-not-burn? Nicotine pouches?
- Given the economic challenges, how can retailers help illustrate alternatives to traditional smoking as cheaper options for consumers? What steps has your brand taken to help keep good margins for retailers across these alternative offerings?
- What steps have been taken recently to help inform both consumers and retailers about the variety of options available in the nicotine category? Why should retailers consider investing in space for products beyond traditional smoking ones?
- What resources are available to retailers who may wish to better educate themselves and their customers on the alternative nicotine products on the market? What do you think are the key pieces of product knowledge that retailers should be providing to their customers for your category/brand?
- Do you have any NPD or campaigns you would like to shout about?