

SCOTTISH GROCER FEATURE SYNOPSIS

May 2024

Big Night In

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Deadline for editorial submission Wednesday 27th 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.*

Cheaper nights in on the couch are far more appealing for consumers at the moment, making the Big Night In opportunity a more lucrative occasion. In this feature, we will look at how c-store retailers can best capitalise on the rising popularity of staying in and ensure they can cater to their local customers. We would welcome comments on the following:

- How does effectively catering to the Big Night In shopper mission benefit a convenience retail business? What are the key trends within Big Night In that retailers should be aware of?
- Has increased demand for healthier alternatives affected the Big Night In? What about demand for vegan/vegetarian options? Is there a need to create a more 'permissible' Big Night In offer, or are consumers still happy to entertain some indulgence at home?
- How has the Big Night In occasion changed in recent months? Are more consumers seeking better promotions to help keep their nights in as affordable as possible? What are the categories/trends worth keeping an eye on for the occasion?
- What ranging/merchandising advice can you offer retailers looking to make the most of the Big Night In opportunity?
- Do you have any campaigns or NPD you would like to shout about?