

SCOTTISH GROCER FEATURE SYNOPSIS

May 2024

Filters, Papers & Lighters

Editorial contacts for this feature are:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

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.*

Tobacco accessories are an attractive addition to a retailers' tobacco offering as more consumers look to diversify on their go-to pack of cigarettes or roll-ups. In this feature, we'll look at filter, paper and lighter category trends and ask how retailers can make the most of their range. We would welcome comments on the following:

- How are filters, papers and lighters performing in the convenience channel? What are the key trends retailers should be aware of for 2023?
- How important is brand recognition to consumers purchasing filters, papers and/or lighters?
- Natural and organic has been a trend touching on just about every category in convenience. How has this influenced NPD in the papers category? What are the benefits to stocking 'natural' papers?
- What are the core lines/pack sizes/formats that retailers should ensure they stock and why?
- How is the demand for lighter fluid/refill lighters at present? How does this compare with the opportunity provided by disposable lighters?
- What merchandising advice can you offer Scottish c-store retailers?
- Do you have any NPD you'd like retailers to know about?