

## SCOTTISH GROCER FEATURE SYNOPSIS

May 2024

### UEFA Euro 2024 Build-up

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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.*

Massive sporting events only happen once in a while, so consumers are keen to make the most of them. With Scotland having qualified, UEFA Euro 2024 brings plenty of opportunities for retailers to build up their ranges to match demand for the incoming big nights in. In this feature, we will look at how c-store retailers can best prepare for UEFA Euro 2024 with the best products that will meet what consumers desires. We would welcome comments on the following:

- How big an opportunity will UEFA Euro 2024 present for c-store retailers across Scotland? How does this compare to other major sporting events? Are there any products expected to perform well here in particular?
- Consumers have been swapping out the bar for the comfort of their own house in a bid to save some cash. How can retailers help them to enjoy these home comforts more during UEFA Euro 2024? How can retailers make the most out of the at-home gatherings that could come from certain matches?
- What pack formats are anticipated to perform well during the UEFA Euro 2024? Do you anticipate this to change as we approach the final? Following on from that, do you expect there to be more opportunities to trade up as the competition progresses?
- With UEFA Euro 2024 taking place in Germany this year, will there be an opportunity to drive up some intercontinental brands here? If so, which categories should retailers prioritise here?
- Do you have any NPD or campaigns you would like to shout out here?