

SCOTTISH GROCER FEATURE SYNOPSIS

June 2024

Chocolate

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 29th April

- *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.*

Regardless of how prices rise, many consumers find room in the budget for their favourite chocolate bars. This means some guaranteed sales for convenience retailers and, in this feature, we will look at the ways that they can drive up the category across the shop floor. We would welcome comments on the following:

- How is chocolate performing in the Scottish convenience? Where are the areas for growth? What are the key trends that retailers should be aware of?
- What are the current flavours that are performing well with consumers? How does this differ between types of chocolate (milk, dark, white etc)? What pack formats are performing well?
- What shopper missions are driving chocolate sales in convenience? How can retailers ensure they're equipped to cater to the missions that drive category sales?
- How has the current cost-of-living crisis impacted on sales for chocolate? Have more consumers been picking up their favourite options as smaller indulgent moments?
- What merchandising advice can you offer retailers? What are the benefits to multi-siting and making the most of POS materials? What does a perfect chocolate display look like? What are the key considerations retailers should be aware of when merchandising chocolate?
- What ranging advice can you offer c-store retailers? How much should they focus on core lines versus experimenting with NPD? How can retailers ensure they're striking the right balance between a strong core and a strong selection for consumers?

- What efforts has your brand made to accommodate the new rise for free-from options such as vegan alternatives? What about the rise in healthier low/no-sugar choices or added protein? How can c-stores effectively introduce these lines to their stores? Where should these options be sited in stores and how can retailers effectively signpost them?
- Do you have any NPD or campaigns you would like to shout about?