

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2024

### Healthcare & Supplements

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 29<sup>th</sup> 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.*

Since the pandemic, more consumers have been conscious to take care of their health. There has also been a resurgence in gym membership, while the summer months will see many people taking to the great outdoors to exercise. This could spell good news for c-store retailers as consumers seek a variety of healthcare products and supplements to help them maintain a healthy lifestyle or get that energy boost. In this feature, we will look at the different options available to consumers, from oral hygiene, skincare and pain relief products through to gut health, protein, vitamin and electrolyte offerings and the key ones that c-store retailers should be stocking up on. We would welcome comments on the following:

- How have healthcare products and supplements been performing across Scottish convenience lately? Where are the areas for growth here? Are there any trends that retailers need to be aware of?
- What are the pack formats that retailers need to be more aware of? Where should healthcare products and supplements items be sited across the store? How does this change per item?
- What shopper missions are driving healthcare products and supplements purchases now in convenience?
- What are the opportunities to create link and cross-category sales with healthcare products and supplements?
- With the ongoing economic crisis, can PMP formats play a part?
- Do you have any NPD or campaigns you would like to shout about?