

SCOTTISH GROCER FEATURE SYNOPSIS

June 2024

Household Paper

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 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.*

Summer's refreshing weather means plenty of consumers will be making sure their house feels fresh, too. Whether it's for getting ready for guests to come round or to enjoy the feeling of freshness inside and outdoors, household paper will be in high demand as shoppers take to some summer cleaning. In this feature, we will look at how convenience store retailers can make the most out of this seasonal opportunity and drive some extra sales from the household section. We would welcome comments on the following:

- How would you assess the performance of household paper in Scottish c-stores at the moment? How does this compare with larger multiples and grocers? What are some of the key trends in the category?
- What is your advice for merchandising and ranging household paper in convenience stores? How can retailers make the most of limited space, especially with larger formats?
- How important is brand recognition to household paper sales? Is this the case for Scottish c-stores and does it differ from other regions in the UK?
- How has increased environmental awareness impacted the household paper category? What sort of environmentally friendly solutions do brands offer and what kinds of consumers are likely to purchase these products?
- How important are PMPs to household paper shoppers in the convenience channel? How do you expect the cost-of-living crisis to affect consumers choice when it comes to household paper?
- Do you have any NPD or campaigns you would like to shout about?