

SCOTTISH GROCER FEATURE SYNOPSIS

July 2024

Nicotine

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Deadline for editorial submission is Friday 24th May.

- *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.*

A wide ranging category with a tranche of legal barriers, nicotine is a category that requires careful attention and responsibility from c-store retailers. Making the most of the category requires a keen eye and a well thought out approach to sales but plenty of c-store retailers are more than up to the challenge. In this feature, we will look at the current trends across the nicotine category and ask brands what a strong but responsible range should look like in convenience. We would welcome comments on the following:

- How would you assess the performance of nicotine products in Scottish c-stores? What are the key trends that retailers should be aware of, especially those affecting the convenience retailing channel?
- How important are better-for-value options across the nicotine category to consumers? While retailers are free to set their own prices, what are the advantages to selling at the RRP?
- With the forthcoming ban on disposable vapes, how could this have a detrimental impact on c-store retailers? How are you engaging with the Scottish Government on this matter?
- What pack formats are currently performing well across the convenience sector at the moment? How has this changed with the ongoing cost-of-living crisis?
- What ranging/merchandising advice can you offer? How can retailers ensure they're making the most effective use of their gantry space? What about vaping products? How can retailers create an engaging display and ensure they have the right range for their customers?
- Do you have any NPD or campaigns that you would like to shout about?