

SCOTTISH GROCER FEATURE SYNOPSIS

July 2024

Olympics 2024

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Deadline for editorial submission 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.*

Rounding out our summer of sport, the Olympic Games 2024 brings a massive sales opportunity for retailers across Scotland – whether it be with consumers looking to support the Scottish members of Team GB or picking up some French treats to enjoy as Paris hosts the Olympics. In this feature, we will be looking to opportunities the Olympics Games 2024 presents to Scottish convenience store owners and how they can build up excitement towards the opening ceremony on 26 July. We would welcome comments on the following:

- How big an opportunity will the Olympic Games 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 the Olympics? How can retailers make the most out of the at-home gatherings that could come from certain events?
- How can retailers help to build up anticipation for the opening ceremony on 26 July? Is this likely to generate more at-home social occasions with consumers?
- What pack formats are anticipated to perform well during the games? Do you anticipate this to change as we approach the closing ceremony? Following on from that, do you expect there to be more opportunities to trade up as the competition progresses?
- With the Olympics taking place in Paris this year, will there be an opportunity to drive up some French and wider European brands here? If so, which categories should retailers prioritise?
- Do you have any NPD or campaigns you would like to shout out here?