

SCOTTISH GROCER FEATURE SYNOPSIS

June 2024

Trending Products

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Deadline for editorial submission Wednesday 15th 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.*

Social media outlets such as TikTok can dictate what's in the baskets at the moment. This can spread to spicy foods, sour tastes, American delights or even an attractive colour. But it's a corner of the market that convenience stores have an edge in, with versatile ordering capabilities and a consumer facing opportunity, c-store retailers can match the demand from TikTok shop. In this feature, we will look at the on-trend products that convenience store retailers should be looking to and how social media can influence a store's success. We would welcome comments on the following:

- What are the current products that are considered to be on-trend? How can c-store retailers drive up sales through this?
- What kind of products does your brand offer that would be considered on-trend?
- How have these trends developed over the previous months? Is there a sign of where consumer taste buds could be moving towards?
- How do trends move with the seasonal opportunities? What kind of products can we expect to see pick up traction as we come into the summer months?
- How can retailers make use of social media outlets such as TikTok to drive up awareness for their store and stock?
- How much space should retailers' site for trending social media products? Should these be grouped together in a flashy, more tempting section?
- Is there an opportunity for retailers to offer an up-sale on these products? How does this vary when it comes to more global options such as American products?
- Do you have any products or campaigns coming down the pipeline that could be the next social media sensation?