

SCOTTISH GROCER FEATURE SYNOPSIS

August 2024

Soft Drinks

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Deadline for editorial submission Wednesday 26th June

- *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.*

Soft drinks remain a giant of the Scottish convenience channel. Representing a significant portion of overall sales, the category has become a c-store owner's bread and butter. In this feature, we will ask brands to offer their assessment of the latest category trends as well as seek advice on how c-store retailers can ensure they are driving all the success they can from the category. We would welcome comments on the following:

- How have soft drinks performed in Scottish c-stores so far this year? Where are the areas of growth? What are the key category trends that retailers should be aware of? Has this changed in any way since the beginning of the year?
- Many household budgets are still tight, so how can retailers ensure they've got a soft drinks offer to cater to all customers? How important are PMPs to soft drinks success? In what other ways can retailers communicate value to their customers?
- What formats are performing well at present? How can retailers ensure they can cater to all consumers looking for something to drink immediately as well as the take-home opportunities?
- How has demand for healthier options evolved over this year, if at all, such as low and no-sugar options or organic products? What about functional drinks that offer some added benefits?
- Do you have any NPD or campaigns you would like to shout about?