

SCOTTISH GROCER FEATURE SYNOPSIS

September 2024

Big Night In

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 24th July

- *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.*

Colder nights are beginning to roll in and a night on the couch will start to look more appealing than a night out on the town for plenty of Scottish consumers, bringing plenty of opportunities for Big Night In sales. In this feature, we will look at how retailers can make the most of this consumer event and cater to shoppers making purchases for their own Big Night In. We would welcome comments on the following:

- How important is the Big Night In occasion to sales in the convenience channel? What are the Big Night In trends that retailers should be aware of? What are the key categories that retailers should consider as part of their Big Night In offer?
- With the cost-of-living crisis easing, how can retailers capitalise on consumers wanting to make more of the Big Night In occasion? Alternatively, what deals and promos can stores offer to the likes of new university students looking to save some cash?
- What merchandising or display advice do you have for retailers looking to create some theatre in stores and ensure more consumers see their c-store as the go-to place for all their Big Night In needs?
- How are low and no-sugar options performing? Is there demand for healthier options from consumers purchasing for the Big Night In?
- Do you have any NPD or campaigns you would like to shout about?