

SCOTTISH GROCER FEATURE SYNOPSIS

September 2024

Chocolate

Editorial contacts for this feature are:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

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.*

Everyone has a favourite bar, making chocolate an easy sale for retailers as more consumers seek both affordable and indulgent options. In this feature, we will assess the current performance of chocolate in the convenience channel and the avenues open to retailers to really drive these sales. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? Where are the areas for growth? What are the key category trends retailers should be aware of? How can Scottish c-store retailers capitalise on them?
- How can retailers ensure they are communicating value to their consumers through the chocolate category? Alternatively, what can c-store owners do to persuade shoppers to trade up?
- What shopper missions are driving chocolate sales and how can retailers ensure they are effectively catering to these?
- What pack formats are performing well in convenience retail at the moment? Are consumers seeing the value of buying larger format packs over single bars? What part do PMPs have to play in communicating value in the category? How can retailers protect their margins while ensuring shoppers feel they are getting a good deal?
- With HFSS regulations on their way in Scotland, what steps has your brand taken to prepare for is coming? What can Scottish c-store owners learn from restrictions in England to ensure they are well prepared for incoming legislation?
- Do you have any NPD or campaigns you would like to shout about?