

SCOTTISH GROCER FEATURE SYNOPSIS

September 2024

Halloween

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.*

Consumers young and old love to celebrate Halloween, bringing retailers plenty of opportunities to drive up sales across a range of categories. In this feature, we will look at the key categories that retailers should prioritise in store to make a killing in sales during the spooky celebration. We would welcome comments on the following:

- Which categories benefit the most from Halloween celebrations? What are the key Halloween trends that c-store retailers should be aware of?
- How do you think Halloween 2024 will compare to previous years? Should retailers expect bigger celebrations due to the cost-of-living crisis easing? What support does your brand offer to ensure no one gets a fright from prices this year?
- How can retailers build some in-store theatre around Halloween? What support can brands offer in this regard? What difference can it make to get staff on board with Halloween activities?
- What pack formats perform well during Halloween? How does this differ from the rest of the year? Will you be releasing any seasonal lines? How can retailers invest in these packs with confidence/without worrying about being left with stock in November?
- How can retailers make use of social media to help raise their store's profile during the run up to Halloween? How important is keeping an eye on social media channels to gain insights into Halloween 2022 trends?
- Do you have any NPD or campaigns you want to shout about?