

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2024

### Hot Beverages

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 24<sup>th</sup> 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.*

Whether it's the cup of coffee to get you going in the morning, that mug of tea for a quiet biscuit break at lunch or a hot chocolate at night, consumers love to indulge in hot beverages across the day. In this feature, we will examine how the category is changed over the last year and what Scottish c-store retailers can do to drive up the category in store. We would welcome comments on the following:

- How would you assess the performance of hot beverages in the Scottish convenience channel at the moment? What are the key trends and how can retailers capitalise on them? Where are the areas for growth?
- How has the cost-of-living crisis impacted hot beverage sales? Are consumers still more cautious with their spending, perhaps swapping out an on-the-go coffee for a drink at home? What can retailers do to ensure they are communicating value to shoppers?
- How has the drive for on-the-go coffee solutions changed in c-stores? How can retailers ensure their range is attractive to consumers to get them back into the habit of buying a coffee-to-go now the financial crisis has eased?
- What pack formats are currently performing well in the convenience channel and why? How important is brand recognition in the category? What place do PMPs have in hot beverages currently?
- How are herbal, green, fruit and other alternative teas performing in convenience? Is there still a demand for added benefits options in hot beverages? What advice do you have for retailers looking to branch out into more hot drinks options here?
- Do you have any NPD or campaigns you would like to shout about?