

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2024

### Milk & Milk Drinks

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.*

Milk and Milk Drinks are often key performers for c-store retailers, making them an absolute necessity to stay stocked up on. In this feature, we will examine how the category has changed over the last year and examine the current trends affecting flavours, formats and more. We would welcome comments on the following:

- How would you assess the performance of milk and milk drinks in Scotland's convenience sector? How does the convenience channel compare to the multiple grocers in terms of category sales? Are there lessons to be learned from the competition? What are the key trends that retailers should be aware of?
- What shopper missions are driving sales of milk and milk drinks in convenience?
- How important is pack size and format to milk and milk drink sales? What are the key formats that all retailers should have covered?
- Dairy-free alternatives to milk have been booming: could the convenience channel be doing more here? What are the benefits to expanding the number of dairy-free or lactose-free alternatives in store? What ranging and merchandising advice can you offer retailers who may be less familiar with dairy-free alternatives".
- In your view, what are the most exciting developments in the category at present? What flavours are trending at the moment that retailers could capitalise on?
- What ranging/merchandising advice can you offer Scotland's c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?