

SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

Christmas Gifting

Editorial contacts for this feature are:

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Deadline for editorial submission Tuesday 27th August

- *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.*

It might be more than One More Sleep till Christmas, but retailers are keen to have a peak at what will be waiting Underneath the Tree this year. In this feature, we will look to give an early insight into the Christmas season and help retailers know what's in store for this year. We would welcome comments on the following:

- What seasonal releases do you have planned for Christmas 2024? What are the trends that you are looking to tap into with your range?
- What are the main shopper missions driving sales during the lead-up to the advent season? Are there people looking to get a head start on their Christmas gifting shopping this year?
- What categories/types of products tend to go well in c-stores at Christmas? How should retailers be adapting their range for the season?
- What advice can you offer when it comes to timing Christmas in convenience? When should festive lines start to appear on shelf and how should retailers expand this as the big day approaches?
- How can retailers ensure that, in building up their Christmas range, they don't go overboard and find themselves stuck with festive stock come early 2025?
- How do you expect rising costs and inflationary pressures will affect shopping behaviours this Christmas season? How can c-store retailers position themselves as a more affordable but quality option for consumers this year?
- Do you have any NPD or campaigns you would like to shout about?