

SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

Functional & Energy

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.*

Functional & energy drinks are flying off Scottish convenience store shelves more than ever, making them a key category for any c-store. In this feature, we'll take a look at current trends for the categories and look at what else retailers can do to boost performance in their store. We would welcome comments on the following:

- How would you assess the performance of functional & energy in the convenience channel? What are the key trends that retailers should be aware of? Where are the areas of growth?
- How has the category evolved over the last 12 months?
- How are low/no-sugar variants performing and should retailers expect to see further growth in this regard? Beyond sugar/calorie content, what other health claims are consumers seeking out when shopping functional & energy?
- Which shopper missions are driving sales in the convenience channel and how can retailers ensure their offer is catering to these consumers?
- How do you expect the easing of financial pressures will affect category trends? How can retailers persuade shoppers to trade up when it comes to functional drinks? What steps can retailers take to ensure they're communicating value to their customers?
- What ranging/merchandising advice can you offer?
- Do you have any NPD or campaigns you want to shout about?