

SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

Nicotine

Editorial contacts for this feature are:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

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.*

Nicotine presents a challenging category for Scottish c-store retailers but they remain more than up to the task. In this feature, we will examine the wide range of options available to retailers in the nicotine category and how they can make the most of it with legislation in mind. We would welcome comments on the following:

- What are the key nicotine trends that retailers should be aware of? Has the cost-of-living crisis affected category trends? How would you assess the performance of nicotine products (factory-made cigarettes, RYO, pouches, vaping, etc.) in the Scottish convenience channel?
- How are nicotine alternatives performing in Scottish c-stores? How much awareness is there among consumers of pouches? How is this awareness being driven? What customers are purchasing these products and how can retailers ensure they have the right range for their store?
- How important is value to factory-made cigarette/RYO performance at present? What can retailers do to ensure they're offering customers the best value while at the same time maintaining reasonable margins?
- How do you think the forthcoming generational tobacco ban and vaping restrictions will affect consumer behaviour and product development?
- What steps has your brand taken to deter underage vaping by ensuring the range is catering for and geared towards adults?
- What support/loyalty schemes/other trade resources can your brand/firm offer Scotland's retailers? How important is building a relationship with retailers to your brand and what steps are you taking to ensure your presence is felt on the ground?
- Do you have any NPD or campaigns you would like to shout about?