

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

### Winter Remedies

Editorial contacts for this feature are:

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Deadline for editorial submission Tuesday 27<sup>th</sup> 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.*

Constant talk and concern about colds and viruses in the news has consumers rightfully concerned and itching to pick up some over-the-counter remedies to support themselves during winter. As such, retailers will be keen to stock up on some winter illness solutions for their stores and, in this feature, we will look at what this can look like, from throat lozenges and hand sanitiser to VapoRub and nasal sprays. We would welcome comments on the following:

- How would you assess the performance of winter remedy products in the Scottish convenience channel? How does this compare to the larger multiples? Are there lessons that independent retailers could learn from the grocery channel?
- Ever since the pandemic, consumers have been more conscious about their health than ever. How has this impacted the demand for winter remedy products over the last few years? Has there been a rise in demand from the more cautious shoppers?
- What shopper missions tend to drive winter remedies in the convenience channel? How can retailers ensure they have the right range to cater to these shopper missions?
- What pricing strategy should retailers take when it comes to winter remedies? How important are price-marked packs likely to be this winter, when many consumers will be facing eye-wateringly high increases to their monthly outgoings?
- How important is brand recognition when it comes to winter remedy purchasing decisions? What ranging/merchandising advice can you offer? What do you consider to be the “must stocks”?
- Do you have any NPD or campaigns you would like to shout about?