

SCOTTISH GROCER FEATURE SYNOPSIS

November 2024

Christmas Confectionery

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 25th September

- *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.*

Christmas truly is a time to indulge in all our favourite treats, which spells good news for confectionery brands. The festive season goes hand in hand with confectionery and, in this feature, we will look at how retailers can capitalise on this category opportunity. We would welcome comments on the following:

- What do you think some of the key confectionery trends will be this Christmas? What kind of products (flavours, pack sizes, formats, etc.) do you expect to perform well over the festive period?
- How big is the Christmas confectionery opportunity? What sort of uplift in confectionery sales can retailers expect this winter?
- What shopper missions draw consumers to the confectionery aisle during the festive season? How does this evolve as Christmas Day approaches? How can c-store retailers ensure they have the right stock to meet this demand?
- With the ongoing financial pressures impacting consumer confidence, has your brand taken any steps to communicate value to shoppers? How important will PMPs be to confectionery success this Christmas? Are there other ways retailers can communicate value to shoppers?
- How can retailers build some in-store theatre around the category throughout the run-up to Christmas? What support does your brand offer here (POS, merchandising, ranging tips?)
- Do you have any NPD or campaigns you would like to shout about?