

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2024

### Stocking up for Christmas

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 25<sup>th</sup> 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.*

While the festive period brings new seasonal variants with it, there will always be some sure-fire winners that retailers can rely on and should keep well-stocked up on. In this feature, we will look at the categories that are considered must-stocks for the season and how c-store retailers can make the most of them. We would welcome comments on the following:

- In your view, what are the key trends convenience retailers should be aware of this Christmas? What do you expect will prove to be a festive hit? Outside of the traditional big hitters (alcohol, confectionery etc), are there any categories with festive potential that c-stores may have overlooked?
- What are the typical 'safe bets' for the festive period? How should retailers be prioritising these products across their stores this year?
- How should retailers merchandise for the festive season in store? How much space should they dedicate to Christmas? How should festive fixtures evolve in the run-up to the big day?
- What impact will the ongoing economic pressures have on Christmas in the convenience retail channel? What can retailers do to ensure they're communicating value to consumers this Christmas?
- How can retailers make the most of the Christmas opportunity without being stuck with leftover festive stock? What approach would you recommend to stocking up on seasonal variants this year?
- Do you have any NPD or campaigns you would like to shout about?