

SCOTTISH GROCER FEATURE SYNOPSIS

December 2024

2025 Must Stocks

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Deadline for editorial submission Wednesday 23rd October

- *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.*

2024 was a year dominated by the latest TikTok trends and emerging flavours that consumers couldn't wait to jump on. So, convenience store retailers in Scotland are keen to have a peek behind the curtain for what the new year could hold. In this feature, we would like to invite brands to comment on what they consider will be the 'must stocks' for the convenience channel in 2025 and share the trends that look likely to be popular ones in the new year. We would welcome comments on the following:

- What do you think will be the key trends of 2025? Are there any 2024 trends that you expect to carry through into the new year? Are there any emerging categories that look promising and could hit their stride in the new year?
- Which of your brands or services should retailers consider picking up in the new year? Are there any products that retailers haven't seen before? Any returning favourites that could be set to make a comeback?
- How can retailers site these 'must stocks' during the start of the new year? How much of this space should retailers dedicate to new products? Could retailers use the impulse purchasing occasion to really drive the NPD?
- In your opinion, how much of a continued impact will social media sites like TikTok continue to have on consumer demand during 2025?
- While the future for finances remains cautiously positive, do you believe there will still be stifled spend from consumers in 2025? How can retailers encourage shoppers to spend a little more across the store and help build up confidence again?
- Do you have any NPD/campaigns you would like to shout about?