

SCOTTISH GROCER FEATURE SYNOPSIS

December 2024

Christmas top-up

Editorial contacts for this feature are:

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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.*

Last-minute shoppers will be in a panic as they hit One More Sleep until Christmas on what to bring to the party, meaning a quick pop into their local store for a quick gift solution. As such, the top-up shop will be a key consideration for store owners across Scotland. In this feature, we will look at those key products that brands consider to be essential for the Christmas top up missions this December. We would welcome comments on the following:

- Which categories perform well from top-up shopping over the Christmas period? Which SKUs are key for retailers to stock up on for this shopping mission?
- What categories are common distress purchases during the festive season for consumers? How does this compare to the rest of the year? What last-minute Christmas essentials should be on retailers' shelves this year?
- What steps has your firm taken over the past year to ensure good availability for the festive season?
- How can retailers best advertise their store as a good place for a last-minute Christmas shop? How best can they site these products in stores?
- Do you have any NPD/campaigns you want to shout about?