

SCOTTISH GROCER FEATURE SYNOPSIS

December 2024

Veganuary

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.*

After plenty of indulgence over the Christmas period, there will be consumers out there looking to take on a challenge and cut back on some favourite foods. As such, Veganuary will appeal to many consumers in the new year and, in this feature, we will look at those key products for retailers to stock up on to help ensure a successful start to 2025. We would welcome comments on the following:

- How would you assess the performance of vegan alternatives in the convenience channel at the moment? How does this compare to the total grocery channel? Where are the areas for growth here?
- What kind of consumer is now purchasing more vegan options? How does this compare to previous years? What is driving these purchases? (Better diet? Climate change? Animal rights?) How can retailers appeal to the 'flexitarian' trend during the event?
- Do you have any advice for retailers who might be picking up on some meat alternatives for the first time this year? How can they market the range in store? What advice do you have for retailers with limited space?
- How can retailers turn Veganuary into more of an event in their store? What can they do across social media channels to drive engagement? Is there any advice you have for in-store theatre?
- With price-conscious consumers, how can retailers communicate that a vegan lifestyle doesn't break the bank?
- Do you have any NPD/campaigns you would like to shout about?