

SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

Dairy-based drinks

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Deadline for editorial submission Monday 25th November

- *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.*

Offering a more indulgent swap to the standard drinks choice or a protein boost after the gym, the dairy-based drink category has seen a boom in popularity lately. In this feature, we will look at how c-store operators will be able to make the most out of this and drive up further sales across their store. We would welcome comments on the following:

- How would you assess the performance of dairy-based drinks in the Scottish convenience channel? Where are the areas for growth here? What are the key trends that retailers should be aware of?
- What shopper missions are driving dairy-based drinks sales? How can retailers ensure they have the right offer to tap into these missions?
- Are there any emerging flavours or trends coming from the dairy-based drinks category? How do you expect the category to perform in the months to come?
- What steps has your brand taken to ensure they are able to cater towards more health-conscious consumers?
- How has your brand responded to the recent rise in demand for protein-based drinks?
- What merchandising advice can you offer retailers?
- What pack formats are proving popular across the category and why?
- Do you have any NPD or campaigns you would like to shout about?