

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

### Free-From & Plant-Based

Editorial contacts for this feature are:

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

Whether it's a diet choice or requirement, plenty of shoppers are adding more free-from and plant-based options to their baskets and, with the additional Veganuary challenge, January could be a popular month for the category. In this feature, we will look at how c-store retailers can capitalise on the opportunity that free-from and plant-based options can offer and look at whether retailers could do more to benefit from this booming category. We would welcome comments on the following:

- How would you assess the performance of free-from and plant-based options in the convenience channel? Where are the areas for growth here? What are the key trends retailers should be aware of?
- Who are the kind of consumers purchasing free-from and plant-based options? What are the category demographics and how has this changed recently? How valuable are these customers to the sector as a whole?
- With more free-from and plant-based options to choose from than ever before, how can retailers ensure they've got the right options in store to meet consumer demand? How do pack formats affect this? What ranging advice do you have for retailers with limited space in store?
- With consumers keeping a close eye on their budgets, how can retailers reassure shoppers their free-from and plant-based ranges are affordable? How can retailers help remove the stigma that free-from and plant-based options are considerably more expensive than their counterparts?
- Do you have any NPD or campaigns you want to shout about?