

SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

Hot beverages

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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.*

Miserable weather will likely keep shoppers inside, wrapped up with a soft blanket and a cup of something hot for their hands. Whether it be tea, coffee or hot chocolate, the standard dismal weather the month brings offers an ample opportunity for c-store retailers. In this feature, we will look at how store owners can really make the most out of this opportunity in stores. We would welcome comments on the following:

- How would you assess the performance of hot beverages in Scottish c-stores at the moment? Where are the areas for growth here and what is driving this growth? What are the key trends that retailers should be aware of for 2025?
- How have consumers concerned about their finances adapted their hot beverage choices? Have some shoppers looked to cheaper alternatives in the market? On the other hand, what opportunities are there to offer consumers a trade-up in the category?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary trends? Are there any pieces of innovation that retailers should look out for?
- How can retailers capitalise on to-go offers here? What solutions are available for retailers that are looking to introduce an on-the-go hot beverage option in their stores?
- Do you have any NPD or campaigns you would like to shout about?