

SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

Nicotine

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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.*

Undoubtedly one of the more complicated categories that retailers deal with on a daily basis, nicotine products come with endless regulations and challenges for retailers. As such, they will be looking to nicotine brands and companies to support them in these sales and seeking ways to drive performance from the gantry. This feature will look at exactly this and ask manufacturers for tips to help generate sales from the section and make sure retailers stay knowledgeable. We would welcome comments on the following:

- What are the key trends across nicotine formats that retailers should be aware of? What are the driving forces behind these trends? How can retailers ensure they are reacting appropriately to consumer demand?
- With the ongoing financial crisis impacting across every category, what steps has your brand taken to help support retailers in the convenience sector?
- As consumers continue to cut back on their shops, how important is perceived value and recognised brands to nicotine success in the convenience channel? What formats are consumers picking more from at the moment? What has been driving this push, in your opinion?
- What steps are you taking to tackle illicit trade? Why is this work important? How does it benefit retailers?
- What has been your response so far to government proposals on new legislation, including the forthcoming ban on disposable vape sales as well as UK and Scottish Government plans to create a smoke-free society? How have you been supporting retailers with these potential new restrictions?
- In your view, where will the most exciting NPD come from in 2025? Do you have any NPD/campaigns you want to shout about?