

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

### Sugar confectionery

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.*

January in Scotland is usually a frosty affair, meaning there will be plenty of consumers sticking to nights in at home, planted on the couch with a blanket and packet of their favourite sweets. In this feature, we will look at how the weather can help create a perfect opportunity to drive up some sugar confectionery sales, whether this be for a big night in opportunity or as a pick-me-up during the season. We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores at present? Where are the areas of growth? What is driving that growth? What are the key trends that retailers should be aware of for 2025?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary confectionery trends? Are there any innovations in pack format that retailers should look out for?
- How can retailers make the most of their confectionery stands? What advice do you have for in-store siting or for retailers looking to make a display?
- What shopping missions typically drive sales for sugar confectionery during January? Does this change across the month? If so, how can retailers adapt and make the most of it across the time period?
- Do you have any NPD/campaigns you would like to shout about?