

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

### Water

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.*

Water options come in a wide variety for consumers, whether this be through brand, formats, flavours, still or sparkling. In this feature, we will look at how Scottish c-store retailers can make sure they have the right stock to take advantage of this opportunity and match consumer demand. We would welcome comments on the following:

- How would you assess the performance of water options in convenience? Where are the areas for growth here? What are the key trends that retailers should be aware of?
- What shopper missions are driving sales for water options in the convenience channel at present? How can retailers ensure they have the right offer to cater to these missions?
- What steps has your brand taken to improve your eco-credentials? How important do you think sustainability is to Scottish consumers? What are you doing to help communicate your sustainability-focused activities to consumers?
- What is the demand like for more flavoured options in water? What about the demand for sparkling options? What formats are best suited for c-store retailers?
- How can retailers use their bottled water range to generate link sales and boost overall basket spend in store, such as with meal deals?
- What ranging/merchandising advice can you offer to Scottish c-store retailers?
- Do you have any NPD/campaigns you want to shout about?