

SCOTTISH GROCER FEATURE SYNOPSIS

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Air Fryer Favourites

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Deadline for editorial submission Wednesday 8th January

- *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.*

A combination of soaring energy prices and consumer desires to cook more healthily has seen the popularity of air fryers soar. As well as providing a more beneficial way to cook and helping to cut power bills, air fryers are also very versatile as everything from meat dishes and vegetables to cakes can be prepared in them. In this feature, we will look at the opportunities that the wide range of products suitable for air fryers offers to c-store retailers. We would welcome comments on the following:

- How big is the air fryer products market at the moment in Scottish convenience retail? What products are performing well? What are the key trends to be aware of here? Where are the areas for growth within convenience?
- How does the convenience channel's performance compare to the multiples? What lessons can c-store retailers learn from the grocery channel and apply in-store?
- As more consumers own air fryers, does this present opportunities for convenience retailers to capitalise on customers visiting stores for a top-up shop on their way home?
- How can retailers ensure their air fryer products range remains affordable for consumers? What part can PMPs play here?
- What ranging and merchandising advice do you have for retailers? How can retailers site SKUs in an effort to boost basket spend in stores? How can retailers generate impulse link sales through this as well?
- Do you have any air fryer NPDs you would like to shout out?