SCOTTISH GROCER FEATURE SYNOPSIS
February 2025
Petcare

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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.*

The pandemic lockdowns and working from home saw a massive increase in the number of people deciding to keep pets. In this feature, we will look at the opportunities that petcare offers to c-store retailers with its wide range of merchandise. We would welcome comments on the following:

• How big is the petcare 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 have returned to the workplace, does this present opportunities for convenience retailers to capitalise on pet owners visiting stores for a top-up shop on their way home?

• How can retailers ensure their petcare range remains affordable for consumers? What part can PMPs play here?

• What ranging and merchandising advice do you have for retailers – in relation to pet food, treats, grooming products and toys, for example? 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 NPD or campaigns you would like to shout out?