

SCOTTISH GROCER FEATURE SYNOPSIS

April 2025

Chilled

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Deadline for editorial submission Wednesday 26th February

- *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 wide-reaching category that is always in demand, chilled products vary to such a degree that they will be included in most consumers' shopping missions. In this feature, we will look at the absolute must-stocks for Scottish retailers and how they can make the most of their chillers. We would welcome comments on the following:

- How would you assess the performance of chilled SKUs in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- How important is sustainability across the chilled category? What steps have brands taken to reduce their impact on the environment?
- How has the cost-of-living crisis impacted chilled sales? While still a category every shopper comes to, have consumers swapped out for PMP/cheaper own-label choices across the category?
- What merchandising advice do you have for retailers? How can c-store retailers with less room in the chiller make the most of their section? What would be the key products to prioritise in this case?
- How have cooking innovations, such as the popularity of air fryers, aided in sales for the chilled section? How can c-store retailers shout out about the convenient nature of some of these chilled meal options?
- What pack formats are performing well at the moment in the chilled section?
- Do you have any NPD or campaigns you would like to shout about?