

SCOTTISH GROCER FEATURE SYNOPSIS

April 2025

Confectionery

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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.*

Whether it's for a celebration, to help pick you up when you're feeling down or just because it's Friday, buying your favourite confectionery can help make the day a great one. Of course, the sweet treats also offer plenty of opportunities for retailers, too, and, in this feature, we will look at how retailers can capitalise on this through their confectionery sections. We would welcome comments on the following:

- How is confectionery performing in Scottish c-stores at the moment? Where are the areas for growth in this category? How can c-store retailers ensure they are making the most of this growth? What are the key trends retailers should keep an eye on?
- What kind of occasions are driving confectionery sales in convenience at the moment? How can retailers ensure they are effectively catering for these shopper missions?
- How are confectionery brands responding to demand for healthier options? What about plant-based/vegan-friendly demand? Do you see shoots of growth in this subcategory?
- With current financial concerns in mind, do you have any tips to help retailers to drive up sales across the confectionery section? What part do PMPs have to play across the category?
- Do you have any campaigns or NPD you want to shout out?