

SCOTTISH GROCER FEATURE SYNOPSIS

March 2025

Spring Cleaning

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 29th 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 traditional domestic spring clean is still a seasonal ritual for many consumers. In this feature, we will look at how Scottish c-store retailers can build up their cleaning products range to ensure they can take advantage of the tidying spree. We would welcome comments on the following:

- How would you assess the performance of domestic cleaning products in Scottish c-stores? How does this compare to the grocery channel? What lessons could c-store retailers learn from the multiples?
- What are the key trends retailers should be aware of for 2025? What innovative cleaning products or tools for the job do you expect to see gaining ground this spring?
- How has the ongoing economic crisis impacted on the domestic cleaning category over the last 12 months? Are consumers returning to tried-and-tested low-budget methods of cleaning? Or is there a growing demand for modern, more convenient solutions that might cost a bit more?
- How have more eco-friendly alternatives grown in recent years? How can retailers ensure they can grab a slice of this action? What innovations have you introduced to the subcategory? What advice can you offer retailers looking to introduce sustainable alternatives to mainstream cleaning products?
- What products are absolute must-stocks (such as cloths, rubber gloves and cleaning fluids) to help consumers get their homes gleaming? Are there any gadgets or other products that can help to drive up basket spend?
- Do you have any NPD or campaigns you would like to shout about?