SCOTTISH GROCER FEATURE SYNOPSIS
May 2025

AI In Retail

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Deadline for editorial submission Wednesday 26th March

• *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 use of artificial intelligence (AI) is increasing across technology for convenience stores – whether it is being used for back-office solutions or consumer-facing anti-theft systems. There are plenty of options out there to consider implementing in stores and, in this feature, we will aim to cover the wide selection out there. We would welcome comments on the following:

• In your view, what are the key AI technology tools that can help retailers either boost sales, footfall and profits, or else help reduce shrinkage and retail crime? What are the benefits of investing in AI technology?

• What questions should retailers be asking when investing in AI technology? How can retailers ensure they're investing in a technology solution that's right for their store?

• What solutions does your firm offer and how do these differ from the competition? What's your USP? How has your offer evolved over the last year and do you have any developments in the pipeline?

• What is your advice for retailers who could be hesitant about introducing new AI tech solutions to stores given the ongoing economic challenges? Are there long-term financial benefits to introducing this tech? If so, how could they benefit a c-store retailer?

• If retailers do invest in AI technology, how can they ensure that they will be able to keep their systems updated with future developments or else integrate new features?

• Do you have any NPD or campaigns you want to shout about?