

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2025

### Meat Snacks

Editorial contacts for this feature are:

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Deadline for editorial submission Friday 25<sup>th</sup> April

- *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.*

Protein has been enjoying a boost in sales lately and more consumers are keen to seek out different avenues to get a boost. In this feature, we will look to see how meat snacks can cater to this demand and beyond. We would welcome comments on the following:

- How would you assess the performance of meat snacks in Scottish c-stores? Where are the areas for growth? What are the key trends retailers should be aware of? How has category performance been recently with the drive for protein?
- What pack formats are currently performing well in meat snacks?
- What demographics do meat snacks currently appeal to? How valuable are these consumers to a convenience retailer?
- What ranging and merchandising advice can you offer c-store retailers? With limited chiller space to play with, how can retailers ensure they've got the optimal range for their store? How can retailers merchandise their meat snacks effectively?
- What are the key shopper missions driving meat snack sales? How can retailers ensure they're catering to these missions effectively?
- How has the free-from trend affected the meat snacks category? From gluten-free to low sugar/salt/fat, what steps have brands taken to ensure they're catering to a broad range of consumers?
- Do you have any NPD/campaigns you would like to shout about?