

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2025

### Seasonal Ailments & Supplements

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.*

Hay fever season is back in the air and shoppers are sniffing their way to work as the pollen count rises. This will see many reaching out for some quick fixes to put seasonal woes to bed, with some extra supplementary options to help boost the immune system and help the body to fight off any further ailments that could be heading their way. In this feature, we will examine what retailers should consider to be the 'must-stock' options against seasonal ailments such as hay fever and how they can use vitamin and supplements to help build up immune-support. We would welcome comments on the following:

- How have healthcare products and supplements been performing across Scottish convenience lately? Where are the areas for growth here? Are there any trends that retailers need to be aware of?
- What are the pack formats that retailers need to be more aware of? Where should healthcare products and supplements items be sited across the store? How does this change per item?
- What shopper missions are driving healthcare products and supplements purchases now in convenience? What would you consider to be the 'must stocks' of the category during summer?
- What are the opportunities to create link and cross-category sales with healthcare products and supplements?
- Consumers' budgets are being stretched to breaking point, how can you reassure shoppers that supplement options should be in their baskets for the summer?
- Do you have any NPD or campaigns you would like to shout about?