

SCOTTISH GROCER FEATURE SYNOPSIS

July 2025

Kids' Treats

Editorial contacts for this feature are:

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Initial deadline for editorial submission is Wednesday 28th May; press deadline is Tuesday 24th June.

- *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.*

School's out for summer, meaning kids are looking for ways to stay entertained and parents face a challenge to keep them satisfied and fuelled with treats to support their fun. In this feature, we will look at how c-store retailers can ensure they have a range filled with kids' treats that come approved by both parents and children. We would welcome comments on the following:

- How are kids' treats performing in Scottish c-stores at the moment? Where are the areas for growth here? What are the key trends that retailers should be aware of for the remainder of the year?
- How important is health when it comes to kids' treats purchasing decisions? What are parents looking for from kids treats? How are healthier options performing? What steps have brands taken to ensure their treats remain a treat, while also ticking the health boxes?
- What merchandising and ranging advice can you offer? How can retailers ensure every kids' treat earns its place on the shelf? What does an engaging display look like?
- How can c-store retailers offer an affordable treat that parent's wallets enjoy as much as the kids? What benefit will larger pack formats have here?
- What lessons can c-store retailers learn from larger multiples when it comes to kids' treats?
- Which pack formats are currently performing well? Are there any flavours that c-store retailers should be stocking up on?
- Do you have any NPD/campaigns you would like to shout about?