

SCOTTISH GROCER FEATURE SYNOPSIS

September 2025

Breakfast

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 28th July

- *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.*

A variable and important meal of the day, breakfast brings plenty of options for consumers to choose from, ones that retailers should take advantage of. In this feature, we will look at how c-store retailers can make the most of the breakfast occasion with a wide range of options in store. We would welcome comments on the following:

- How would you assess the performance of breakfast products in the convenience channel at present? What are the key trends in breakfast at the moment? Which categories are performing well? Where are the areas of growth here? How can retailers ensure they're tapping into contemporary trends?
- How big is the on-the-go breakfast opportunity in convenience? Whether it's a hot food counter or grab-and-go items from the chiller, how can retailers ensure they've got the right on-the-go range for their store?
- What can retailers do to ensure they are communicating value to shoppers through the breakfast range? What part do PMPs have to play here? Is there an opportunity to push more premium products now the cost-of-living crisis is easing?
- What formats have been performing well in breakfast at the moment? How does this vary, if at all, between different products?
- What merchandising/ranging advice do you have for Scottish c-store retailers? How can retailers use the breakfast mission to generate link sales and boost average basket spend?
- Do you have any campaigns or NPD you want to shout about?