

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2025

### Mints & Gums

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 28<sup>th</sup> 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.*

Taking a moment to freshen up or excite the tastebuds without indulging in a packet of sweets, the mints and gums category can appeal to a number of shopping missions and match consumer demands in the process. In this feature we will look at what is trending within the mints & gums space and how retailers can make the most out of this. We would welcome comments on the following:

- How would you assess the performance of mints & gums in the Scottish convenience channel at the moment? What are the key trends and how can retailers capitalise on them? Where are the areas for growth?
- What are the key shopping missions driving sales for the category at the moment? Are shoppers looking for specific pack sizes? Flavours? Brands?
- How important are fruit flavours to this space? What kind of shoppers missions do these variants fulfil? What benefits are there to retailers who stock more fruit flavoured options? What are the trending variants that are over-indexing at the moment?
- How should retailers market these products in store? Should they consider multiple siting points or in high-impulse areas such as the counter?
- How can retailers make the most out of a link-up sale in mints & gums? Are there other categories here that you would consider to be complimentary to the category?
- Do you have any NPD or campaigns you are keen to shout out about?