

SCOTTISH GROCER FEATURE SYNOPSIS

November 2025

Biscuits & Cakes

Editorial contacts for this feature are:

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Deadline for editorial submission Friday 26th September

- *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.*

Whether to accompany a hot mug of tea or as an after-dinner treat, consumers always make room for biscuits and cakes. In this feature, we will look at trends across these two categories and examine how Scottish convenience retailers can drive up sales. We would welcome comments on the following:

- How would you assess the performance of biscuits and cakes in convenience at the moment? What are the key trends that retailers should be aware of? Where are the areas for growth within the category?
- What shopper missions drive biscuit and cake sales in convenience? How can retailers make sure they have the right range to meet this demand? How can retailers drive more consumers to their biscuit and cake fixture?
- How can retailers drive sales across the biscuits and cakes category while consumers are coping with the ongoing financial pressures? Has your brand taken any steps to accommodate more financially conscious consumers?
- What pack sizes/formats/flavours are currently performing well in convenience? How has your range changed to fit with these trends?
- What plans, if any, does your brand have for the upcoming festive season? How can retailers make use of the Christmas period to drive up extra sales?
- Do you have any NPD or campaigns you want to shout about?