

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2025

### Sustainability

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Deadline for editorial submission Tuesday 26<sup>th</sup> August

- *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.*

Climate change and sustainability are at the forefront of a lot of shoppers' minds, and more and more retailers are embracing it for both the opportunity for more sales, but also because it can save them money on operational costs. In this feature, we will be looking to the key categories for sustainable solutions. We would welcome comments on the following:

- How important is sustainability to consumers today and why? What evidence (if any) exists that sustainability is a key consideration for consumers making purchasing decisions in the convenience channel?
- What steps has your brand taken to reduce its impact on the environment? What targets/ambitions are you working towards now? How are you communicating these changes to consumers?
- How can retailers better communicate sustainability in their store? What are the advantages to signposting the environmental credentials of more sustainable brands/variants?
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- Which demographics are most concerned with sustainability and what makes these shoppers valuable to c-store retailers?
- Do you have any sustainability focussed NPD or campaigns you would like to shout about?