

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2025

### Winter Remedies

Editorial contacts for this feature are:

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Mairi Clark [mairi.clark@peeblesmedia.com](mailto:mairi.clark@peeblesmedia.com) 0141 567 6074

Deadline for editorial submission Tuesday 26th 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.*

When winter is on the way, thoughts turn to colds and viruses. Many people start to stock up on some over-the-counter remedies.

As such, what can retailers do to make the most of this willingness to buy products that normally wouldn't fly off the shelves?

We would welcome comments on the following:

- How would you assess the performance of winter remedy products in the Scottish convenience channel? Are there any lessons the independent retailers can learn from the larger multiples?
- Has demand for winter remedy products changed over the last few years?
- What shopper missions tend to drive winter remedies in the convenience channel? How can retailers ensure they have the right range to cater to these shopper missions?
- What pricing strategy should retailers take when it comes to winter remedies? How important are price-marked packs likely to be this winter, considering the cost of living rises?
- Is brand recognition important when it comes to winter remedy purchasing decisions? What ranging/merchandising advice can you offer? What do you consider to be the "must stocks"?
- Do you have any NPD or campaigns you would like to shout about?