

SCOTTISH GROCER FEATURE SYNOPSIS

January 2026

Health & Supplements

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Deadline for editorial submission Monday 24th November 2025

- *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.*

The beginning of a new year makes most people think about their health, which is why gym membership sales go through the roof. It also means it's a key time for retailers so start offering health options and start stocking supplements. A lot of people are now focusing on their health and wellbeing, so are looking to pick up some supplements and health options when they nip in to get some essentials, so this feature will look at what retailers should consider to be the 'must-stock' options. We would welcome comments on the following:

- How have healthcare products and supplements been performing across Scottish convenience lately? Where are the areas for growth here? Are there any trends that retailers need to be aware of?
- What are the pack formats that retailers need to be more aware of? Where should healthcare products and supplements items be sited across the store? How does this change per item?
- Are shoppers looking for a one-size fits all – many vitamins/supplements in on – or are they more choosy and want individual purchases?
- What are the opportunities to create link and cross-category sales with healthcare products and supplements?
- Consumers' budgets are being stretched to breaking point, what are the ways that retailers can position their healthcare options?
- Do you have any NPD or campaigns you would like to shout about?