

SCOTTISH GROCER FEATURE SYNOPSIS

January 2026

Nicotine

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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.*

Nicotine products are undoubtedly one of the more complicated categories that retailers deal with daily. This last year, 2025, has been exceptionally challenging with the introduction of the Environmental Protection (Single-Use Vapes) (Scotland) Regulations 2024. Nicotine products come with endless regulations and challenges for retailers, and as such, they will be looking to nicotine brands and companies to support them and advise them of ways to drive performance from the gantry. This feature will look at exactly this and ask manufacturers for tips to help generate sales from the section and make sure retailers stay knowledgeable. We would welcome comments on the following:

- What are the key trends across nicotine formats that retailers should be aware of? What are the driving forces behind these trends? How can retailers ensure they are reacting appropriately to consumer demand?
- With the ongoing financial crisis impacting across every category, what steps has your brand taken to help support retailers in the convenience sector?
- As consumers continue to cut back on their shopping, how important is perceived value and recognised brands to nicotine success in the convenience channel? What formats are consumers picking more from at the moment? What has been driving this push, in your opinion?
- What steps are you taking to tackle illicit trade? Why is this work important? How does it benefit retailers?
- How has the ban on disposable vape sales affected your sales?
- In your view, where will the most exciting NPD come from in 2025? Do you have any NPD/campaigns you want to shout about?