

SCOTTISH GROCER FEATURE SYNOPSIS

January 2026

Sugar confectionery

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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.*

January is a 'coorie in' type of month in Scotland, where people are sticking to nights at home, saving money, planted on a couch, watching boxsets with a bag of their favourite sweets to hand. In this feature, we will look at to create a perfect opportunity to drive up some sugar confectionery sales, whether this be for a big night in opportunity or as a pick-me-up during the season. We would welcome comments on the following:

- How would you assess the performance of confectionery in Scottish c-stores at present? Limited editions and movie tie-ups have been key trends in 2025, is that something you think will continue in 2026?
- Sharing packs seem to be growing in market share, are you seeing that in sales? What do you think is driving this? Are there any innovations in pack format that retailers should look out for?
- Showcasing products is a big opportunity for retailers to push sales, how can they make the most of their confectionery stands? What advice do you have for in-store siting or for retailers looking to make a display? Do you supply POS for your customers?
- There are two sides of purchasing when it comes to sweets: functional, where the customer is looking for clean, natural, sugar-free products and indulgence, where they want rich gourmet treats. What do you recommend retailers do? Pick a side?
- Do you have any NPD/campaigns you would like to shout about?