

SCOTTISH GROCER FEATURE SYNOPSIS

February 2026

Beers & Ciders

Editorial contact for this feature is:

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Deadline for editorial submission Monday 5th January 2026

- *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.*
- *Ideally if you could include images – 300 dpi if possible. We'd need at least three 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.*

It may still be a bit chilly, but plenty of Scottish retailers will be looking ahead to spring and preparing in advance. In this feature, we'll look at how retailers can capitalise on these categories for the months ahead with some key trends and NPD. We'd welcome comments on the following:

- How is beer and/or cider performing in the off-trade at the moment? Where are the areas for growth here? What are the key trends that retailers should be aware of?
- Are concerns around the cost-of-living crisis still affecting sales for beers and ciders or is lower inflation easing pressure on the categories? Are more shoppers looking to cut back on alcohol as a way of saving money at present? Is flavoured cider still growing?
- What support can you offer retailers who are looking to improve or build upon their beer and cider offer? With Scottish licensing laws in mind, do you have any ranging or merchandising tips to share?
- How do the spring months affect sales for beers and ciders? How can retailers capitalise as the weather begins to improve? What pack formats are best to stock up on here?
- How are the low/no options performing in Scottish c-stores at the moment, better or worse than in multiple retailers? What can Scottish c-store retailers do to improve the performance of low/no sales in their stores?
- Do you have any NPD or campaigns you would like to shout about?