

SCOTTISH GROCER FEATURE SYNOPSIS

February 2026

Breakfast (FTG, cereals, bars, bakery, yoghurt etc)

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.*

Now that the majority of workers are now going into the office for at least three days a week, how can retailers offer breakfast options?

Considered the most important meal of the day, in this feature, we will look at the opportunities that breakfast offers to c-store retailers from food-to-go all the way through to cereal.

We would welcome comments on the following:

- How big is the breakfast occasion at the moment in Scottish convenience retail? What categories are performing well at breakfast time? What are the key trends to be aware of here?
- Are you seeing more people buying breakfast on the go? What opportunities does this present?
- Is the cost-of-living crisis still impacting the breakfast occasion or is lower inflation encouraging sales growth? How can retailers ensure their breakfast range remains affordable for consumers? What part can PMPs play here?
- What ranging and merchandising advice do you have for retailers? How can retailers site SKUs in an effort to boost basket spend in stores? Are they better as impulse purchases or placed next to other breakfast brands?

How can retailers generate link sales through this as well? What pack formats typically perform well in the breakfast category?

- How has the breakfast category been affected by healthy eating? How are healthier options performing as a whole in breakfast? Should retailers consider stocking these healthier alternatives in sections of their own? How might anticipated high in fat, sugar and salt regulations in Scotland impact on this?

- Do you have any NPD or campaigns you would like to shout out?