

SCOTTISH GROCER FEATURE SYNOPSIS

May 2026

World Cup 2026

Editorial contact for this feature is:

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Deadline for editorial submission Wednesday 25th March

- *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.*

Football fever is ramping up for the summer as the Fifa World Cup returns to TV screens across the country and, this time, Scotland is there for the ride. Marking the first time the national team has appeared at the World Cup in 28 years, this summer is set to be a special one for football fans across the country. In this feature, we will examine those categories set to benefit from a boost in sales due to the World Cup and how c-store retailers can use this to their advantage. We would welcome comments on the following:

- Which in-store product categories are set to benefit the most from the Fifa World Cup this summer? Off-trade? Soft drinks? Snacks?
- How can retailers effectively leverage these sections in store to ensure a successful summer period? What part can link-up sales opportunities or promotional deals provide here?
- What impulsive items should retailers be looking to stock up on?
- How big a role can in-store theatre play in bringing more customers into stores? What about social media including TikTok or Instagram?
- What is your brand doing to help drive up excitement for the Fifa World Cup 2026 and how do you anticipate this will support retailers in Scotland?
- How big an opportunity does the extra bank holiday to mark Scotland's opening game provide for sales?
- Do you have any NPD or campaigns you would be keen to shout about?