

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2026

### Commonwealth Games

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Deadline for editorial submission Friday 24<sup>th</sup> April

- *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.*

The Commonwealth Games is back in Glasgow for 2026 and offers the chance to inspire shoppers to seek out some healthier options in stores or the excuse to host an extra party during the summer to make the most out of the sunshine. In this feature, we will look at how store owners across the country can make the most out of the sporting occasion by leveraging party favourites and healthier options across the store. We would welcome comments on the following:

- What are the product categories that stand to benefit the most from the Commonwealth Games? Can we expect to see an uplift for healthier choices or functional options as shoppers become inspired by athletes?
- When it comes to party opportunities, what should retailers be considering here? Snacks? Format sizes? Soft drinks or off-trade opportunities?
- What can retailers do to be part of the buzz around the Games? What in-store theatre opportunities are there?
- What are your brand plans, if any, to help tie in with the upcoming Commonwealth Games?
- Do you have any NPD or campaigns you would be keen to shout about?