

SCOTTISH GROCER FEATURE SYNOPSIS

June 2026

Crisps, snacks & bagged snacks

Editorial contact for this feature is:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Friday 24th 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.*

Summer holidays, road trips and an afternoon spent in the sun will be on the cards for the following months and all three of these occasions will bring shoppers to the snacks aisle to help them make the most out of the warmer weather. In this feature, we will look to those snack brands that are leveraging the summer period and how retailers can drive up impulse opportunities across the store. We would welcome comments on the following:

- How would you assess the performance of crisps, nuts & bagged snacks across the convenience channel? How has changing shopper missions impacted on this? What are the flavours/trends that retailers need to know about to drive sales?
- How can retailers take advantage of impulse opportunities in stores and drive up additional sales across the snacks category?
- With the ongoing economic pressures in mind, how can retailers still ensure their range can cater to consumers looking to save some cash? How can retailers ensure consumers see their ranges to be small, affordable indulgences?
- Health and free-from alternatives have been high on the agenda for some consumers, how can retailers ensure their range caters to them? What steps has your brand taken to follow this consumer trend?
- Do you have any NPD or campaigns you would like to shout about?