

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2026

### Functional & Energy

Editorial contacts for this feature are:

Giles Blair [giles.blair@peeblesmedia.com](mailto:giles.blair@peeblesmedia.com) 0141 567 6074

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Initial deadline for editorial submission is Friday 22nd May; press deadline is Tuesday 23rd June.

- *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.*

Functional & energy products continue to mean big money in c-stores, making them an absolute must-stock. In this feature, we will look at the latest trends in the functional & energy categories and how c-store retailers can best capitalise on them. We would welcome comments on the following:

- How would you assess the performance of functional & energy products in Scottish c-stores? What are the key trends that retailers should be aware of? How have category trends evolved in recent years?
- What edge does the convenience channel have over larger multiples when it comes to ranging or merchandising functional & energy items in their stores? Where are the areas with potential for improvement here? How much space should retailers dedicate to functional & energy drinks/food in their stores?
- What pack formats are proving popular in functional & energy at the moment?
- Functional goes beyond standard energy drinks. How can c-store retailers ensure they have a range of functional snacks (protein bars/added benefit snacks) that will meet the consumer demand?
- How important is flavour innovation across the functional & energy sector? What advice can you offer retailers with limited space when it comes to trialling NPD in stores? How can retailers ensure they're offering consumers the most exciting new products without wasting space on shelves or in the chiller?
- What merchandising or ranging advice do you have for retailers? Beyond chillers, where else should retailers stock functional & energy options in stores?
- Do you have any NPD or campaigns you would like to shout about?