

SCOTTISH GROCER FEATURE SYNOPSIS

December 2026

Christmas top-up

Editorial contacts for this feature are:

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Deadline for editorial submission Friday 23rd October

- *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.*

Everyone always remembers some last-minute shopping item they've forgotten about and the convenience sector comes into its own right before the Christmas and New Year period. As such, the 'top-up shop' will be a key consideration for store owners across Scotland. In this feature, we will look at those key products that brands consider to be essential for the last-minute Christmas top up missions this December. We would welcome comments on the following:

- Which categories perform well from top-up shopping over the Christmas period? Which SKUs are key for retailers to stock up on for this shopping mission?
- What categories are common distress purchases during the festive season for consumers? How does this compare to the rest of the year? What last-minute Christmas essentials should be on retailers' shelves this year?
- What steps has your firm taken over the past year to ensure good availability for the festive season?
- How can retailers best advertise their store as a good place for a last-minute Christmas shop? How best can they site these products in stores?
- Do you have any NPD/campaigns you want to shout about?