

SCOTTISH GROCER FEATURE SYNOPSIS

January 2027

Household

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 Monday 23rd November

- *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.*

It's a new year and consumers will want to feel fresh and get 2027 off to the right start. A good clean-out will be on the cards for the house and a range of lotions and potions can help shoppers to get a good scrub in. In this feature, we will look at those household items consumers use to keep the home clean and themselves cleaner. We would welcome comments on the following:

Household cleaning

- How important are household cleaning products across the convenience channel? How often are shoppers making the trip to pick up these items?
- What are the key items to keep in stores for consumers? Antibacterial sprays, bleach, kitchen roll, floor cleaner etc?
- How can retailers encourage shoppers to help clean up the house for the new year? Are there link-up opportunities to tap into this?
- Should retailers focus on a strong range of own-label products here or is there more of a demand for branded options that shoppers know they can trust?
- Do you have any NPD or campaigns to shout about?

Personal care

- How important are personal care products across the convenience channel? How often are shoppers making the trip to pick up these items?
- What are the key items for retailers to keep in stock here? Soap, shampoo, conditioner, shaving foam, toothpaste etc?

- How can retailers appeal to items that go beyond cleaning such as moisturisers or lip balms? How important are these products in particular during the winter when the colder weather can have an impact?
- Should retailers focus on a range of own-brand products here or is there more of a demand for branded items that shoppers know and trust?
- Do you have any NPD or campaigns to shout about?