SCOTTISH GROCER FEATURE SYNOPSIS
February 2027

Breakfast

Editorial contacts for this feature are:
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Deadline for editorial submission Wednesday 6th January

• *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.*

Considered the most important meal of the day, consumers are best not missing out on breakfast – making it big business for retailers. In this feature, we will look at the opportunities that breakfast offers to c-store retailers with its wide variations. We would welcome comments on the following:

• How big is the breakfast occasion at the moment in Scottish convenience retail? What categories are performing well at breakfast time? What are the key trends to be aware of here?

• How has the occasion changed as more consumers have returned to the workplace? What opportunities does this present for breakfasts on the go?

• Is the cost-of-living crisis and high inflation impacting the breakfast occasion? How can retailers ensure their breakfast range remains affordable for consumers? What part can PMPs play here?

• What ranging and merchandising advice do you have for retailers? How can retailers site SKUs in an effort to boost basket spend in stores? How can retailers generate link sales through this as well? What pack formats typically perform well in the breakfast category?

• How has the breakfast category been affected by healthy eating? How are healthier options performing as a whole in breakfast? Should retailers consider stocking these healthier alternatives in sections of their own? How are HFSS regulations in Scotland impacting on the breakfast occasion?

• Do you have any NPD or campaigns you would like to shout out?