SCOTTISH GROCER FEATURE SYNOPSIS
February 2027

Easter Preview

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.*

With Easter rolling around in late March, making sure retailers know what they can put on the shelves for this season will benefit all involved in the long run and this feature aims to help store owners to capitalise on the season effectively. We would welcome comments on the following:

• How big an opportunity does Easter present to c-store retailers? How do you think consumers will respond to the occasion this year? What are some of the key trends that retailers should be aware of for this year?

• How can retailers ensure they are catering to the right demographic in stores? How can retailers use more premium-end items to appeal to older consumers?

• What advice do you have for retailers when it comes to the timing of their Easter range? When is the best time to stock up on certain products? When should different SKUs be available on shelf? How can retailers build up excitement as we head towards Easter Sunday?

• How can retailers ensure they are well-prepared for the date for this year's celebrations? How can retailers appeal to those consumers seeking alternative options over Easter? How much space should be dedicated to dairy-free or vegan options in stores? What about those looking for more healthier choices from their Easter eggs?

• How can c-store retailers make the most of the season with their smaller store size? What do you consider to be the must-stocks for the season this year? How can retailers use this to build some theatre across the store?

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