SCOTTISH GROCER FEATURE SYNOPSIS
February 2027

Filters, Papers and Lighters

Editorial contacts for this feature are:
Giles Blair giles.blair@peeblesmedia.com 0141 567 6074
Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032
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.*

Accessories are appreciated across any category – making filters, papers and lighters still key for the overall tobacco one. In this feature, we will look at what retailers can do to improve their accessories selection as well as assessing what is currently popular across the category. We would welcome comments on the following:

• How are filters, papers and lighters performing in Scottish convenience stores at the moment? Where are the areas for growth here? What are the key category trends that c-store retailers should be aware of?

• How important are recognisable brands to the success of accessories? What do you think your brand(s) offer consumers? Why do shoppers seek out your brand(s)?

• What are the margin opportunities like in the tobacco accessories category? Accepting that retailers can sell at any price, what approach to pricing would you recommend and why?

• What are the core lines/pack sizes/formats that retailers should ensure they stock and why?

• What advice do you have for c-store retailers looking to introduce these accessories for the first time to their stores?

• How has the increase on duty for hand-rolled tobacco had an impact on the sales of filters, papers and lighters? Or are more consumers turning to them with perceptions of roll-your-own being cheaper than factory-made options?

• Do you have any NPD you would like to shout about?