SCOTTISH GROCER FEATURE SYNOPSIS
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Nicotine Pouches

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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.*

As consumers and retailers continue to adapt to changing nicotine legislation, nicotine pouches are becoming increasingly popular for their discretion and as a way around the many places that don't allow vaping. In this feature, we will look at the trends within the nicotine pouches category and what steps retailers can take to improve on their own offer. We would welcome comments on the following:

• What are the current trends that Scotland's c-store retailers should be aware of across the category? Where are the areas for growth here and what is driving this growth? How does convenience compare to other retail channels when it comes to nicotine pouch sales?

• What advice do you have for retailers who might be cautious about expanding the nicotine pouch category offer in their stores? What information can you provide them to help clear up any questions they may have?

• How can retailers use this to expand their knowledge of the category? What advice or training can you offer retailers to better communicate their nicotine pouch selection to consumers?

• What are the shopper missions currently driving nicotine pouch sales? Are they still seen as items bought for trial by the curious or are more and more consumers switching to them permanently? How can retailers use this to drive sales for the category?

• How important is price point and what other factors are important for retailers to achieve success in the category?

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