SCOTTISH GROCER FEATURE SYNOPSIS
February 2027

Petcare

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.*

Around 1.5 million households in Scotland own at least one pet, so it will come as no surprise to know that the UK pet food industry is worth approximately £4.1 billion. In this feature, we will look at what are the new innovations in pet food that are being launched. We would like any comments on:

• What products are performing well? What are the key trends to be aware of here? Where are the areas for growth within convenience?

• How does the convenience channel's performance compare to the multiples? What lessons can c-store retailers learn from the grocery channel and apply in-store?

• Is it worth stocking treats for pet owners who maybe feel guilt because they've been out at work all day?

• How can retailers ensure their petcare range remains affordable for consumers? What part can PMPs play here?

• What ranging and merchandising advice do you have for retailers – in relation to pet food, treats, grooming products and toys, for example? How can retailers site SKUs in an effort to boost basket spend in stores? How can retailers generate impulse link sales through this as well?

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