

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020 EDITION

CHOCOLATE FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday 27th January, 2020**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It is 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 indulgent treats go, you'd be hard pushed to find a category with the broad appeal enjoyed by chocolate. But, despite its cross-generational appeal, there is evidence of chocolate moving with the times, as the green shoots of a low sugar subcategory emerge. In this feature we'll look at what the future may hold for the chocolate category and ask how retailers can build an offer that's fit for purpose in the 2020s. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? What do you see as key trends in the chocolate category as we enter the 2020s, especially those affecting the convenience retailing channel?
- How is the low and no sugar revolution affecting the chocolate category? Are you carrying out any reformulation to lower the sugar content in your chocolate? How much demand is there for low and no sugar chocolate?
- Do Scottish consumers show any specific preferences in the chocolate category that marks them out from others in the UK?
- The Scottish Government is proposing restrictions on where sugary products can be displayed in store. How should retailers merchandise their chocolate range to maximize sales- while they still have the freedom to do so?
- Do you have any NPD you want our readers to know about?