

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2020 ISSUE

BAGGED CONFECTIONERY

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 6th March 2020**

- *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*

Nothing makes a big night in quite like a sharing bag and more and more retailers are telling us that bagged confectionery play a part in big bights out too, with shoppers picking up supplies on their way to the cinema. The value that these formats offer can't be denied. In this feature we'll take a look at the latest developments in bagged confectionery and seek advice from brands on how retailers can make the most of the strengths of this format. We would welcome comments on the following:

- How is bagged confectionery performing in Scottish c-stores? How does that performance compare with the multiples? Where are the areas of growth in bagged confectionery?
- The Scottish Government has sugar in its sights at the moment, but there is no shortage of low and no sugar options available in bagged confectionery. How would you assess the penetration of sugar-free bagged confectionery in convenience? Could retailers be doing more? Why should retailers consider enhancing their low and no sugar offer?
- In your view, what are the most exciting pieces of innovation in the bagged confectionery format in recent times? Do you have any plans for the future retailers should be aware of?
- What merchandising/category advice can you offer retailers for bagged confectionery in their store? How can retailers use the format to generate incremental sales? Secondary sighting? Big night in deals/promotions?

