

# NEWTRADE INSIGHT QUARTERLY SCHEDULE 2023

Newtrade Insight is a best-in-class insights and education brand that keeps the independent convenience retailer, wholesaler and supplier community informed on key matters affecting the channel. These insights are delivered using the reach of Newtrade Media's titles and new media.

## Q1. Sustainability

### How are retailers balancing meeting customer needs while saving energy?

This project will focus on sustainability within independent retail: what are the main barriers to being more sustainable, what can suppliers and symbol groups do to help and how can retailers cut emissions in a cost-effective way?

It will explore retailers' sustainability challenges, including what has worked and what hasn't, and whether suppliers' actions have helped.

Additionally, it will look at which sustainability initiatives retailers are most interested in, such as digital technology that enables paperless processes, recycling of packaging or more efficient refrigeration. Furthermore, it will explore consumer expectations on sustainability within the convenience channel.

## Q2. Diversity & inclusion

### In the midst of increasing cost pressures, how are retailers taking care of their employees?

This project will explore the workplace culture in independent convenience retail, as well as areas such as recruitment, retention and employee well-being.

Another area of focus will be the empowerment of women in the sector, following the launch of Women in Convenience in 2022. Are the hurdles for female retailers different, and do they have the same access to investment from symbol groups/wholesalers when they want to refit their store?

It will look at whether retailers are taking accessibility into account, such as wider aisles for wheelchairs, when refitting their stores.

It will also ask what suppliers are doing to help retailers be more inclusive.

## Q3. Consumer engagement

### How are retailers engaging with consumers inside and outside of their store?

This project will focus on what independent retailers are doing to reach end consumers in store and through advertising, and the effectiveness of digital platforms and social media in reaching shoppers.

It will explore if retailers have been more proactive and included customers in their initiatives over the past year, whether through community action, taste-testing or social media marketing. It will find out what the results of these initiatives have been.

It will ask what areas they need to improve and what support they need; what feedback they take from customers; and whether suppliers doing enough to help them turn feedback into actionable improvements in their stores.

## Q4. Driving retailers' profits

### What can independent retailers do to improve their profits?

This project will look at how retailers can improve their profits in challenging times, and draw on elements from the projects in Q1, Q2 and Q3.

It will delve into ranging, supply chain trends, bestselling products, customer service, merchandising, PoS and more.

The report will ask retailers whether they are making more money than they did a year ago; and if they have the sufficient level of support from the industry to improve their bottom line.

It will also showcase what their plans are for 2024, and what lessons they have learned from the cost-of-living crisis and additional challenges they have faced throughout the year.

#### PROJECT INCLUDES:

- One report
- One podcast
- Two blogs
- One video interview

Content will be hosted on [betterRetailing.com](https://betterRetailing.com) (29,000 monthly users) and [newtrade.co.uk/newtrade-insight](https://newtrade.co.uk/newtrade-insight), as well as featured in Newtrade Media print titles (reach: more than 41,000 stores), the [betterRetailing](https://betterRetailing.com) weekly newsletter (reach: 12,500) and on social media channels.

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- A retailer sentiment survey

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Commercial opportunities are available to partner with each of the project components or to exclusively partner with the entire project. Available on a first come, first served basis. Please contact Natalie Reeve, head of commercial, on 07824 058172 or email: [commercialteam@newtrade.co.uk](mailto:commercialteam@newtrade.co.uk)