**A close up of a logo

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**The convenience retail market to grow 8% in 2020**

According to Lumina Intelligence’s new UK Convenience Market Report 2020, the convenience retail market within the UK is set to grow 8% to £44.7bn in 2020 – up from 2.6% growth in 2019.

When split out by store type, co-operatives are forecast to see the fastest growth – up 12% year-on-year. Unaffiliated independents are set to grow 11%, symbol stores 7%, forecourt stores 6% and convenience multiples 6%.

The report highlights increased volume and sales during the coronavirus lockdown period, as consumers favour in-home consumption due to risk aversion as well as watching their discretionary spend – a trend that Lumina Intelligence forecast to continue despite lockdown measures easing.

Convenience retail has benefitted from larger basket sizes and spend since the start of the coronavirus pandemic. Basket value has grown 17% year-on-year to £7.46 and average basket size is 2.5 items – up from 2.3 in 2019.

Lockdown has also exacerbated a pre-coronavirus growth trend in planned top up shopping. Shoppers have turned to convenience for main and planned top-up shopping with independent retailers more flexible when faced with stock pressures. Planned top-up shops have increased 4pps year-on-year, accounting for 22% of all convenience trips in 2020.

Blonnie Walsh, Head of Insight at Lumina Intelligence says, “The turn of the decade has seen a transformative year for the convenience retail market. Convenience retailers have been forced to adapt to new basket dynamics and an evolving core consumer base. A shift in shopper missions has resulted in increased basket spend and size, rewarding retailers for the support and commitment they have shown to their local communities.”

“Provenance has been a growing trend for some time, and we continue to see increases in the proportion of shoppers choosing a particular store in order to support local businesses. The lockdown will only have accelerated this trend and retailers can leverage this by highlighting local credentials, including work with local suppliers.”

**ENDS**

**Report methodology**

The research, from Lumina Intelligence’s exclusive UK Convenience Report 2020, was conducted using data from Lumina Intelligence’s Convenience Tracking Programme 2020, Channel Pulse, Omnichannel Tracker and Operator Data Index.

* CTP 2020 - Over 20,000 face-to-face interviews across England, Scotland, Wales & Northern Ireland. Research covers all days of the week from 7am – 10pm.
* Channel Pulse – a weekly measure of shopper and consumer behaviour across all UK food and drink channels – consisting of 1,000 interviews per week.
* Omnichannel Tracker - Online feedback from a nationally representative sample of 1000 UK adults
* Operator Data Index - provides comprehensive data on leading UK convenience operators, including rankings, outlet numbers and estimated sales.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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