**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

**Giorgio.rigali@lumina-intelligence.co.uk**

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**Shoppers with dietary requirements drive higher spend and visit frequency in convenience**

**Convenience store shoppers with a dietary requirement have a 15% higher visit frequency than the average convenience store shopper, have a 9% higher basket spend and spend 11% more per item.**

Data from Lumina Intelligence’s Convenience Tracking Programme highlights the opportunity that shoppers with dietary requirements offer the convenience retail industry. On average, shoppers with a dietary requirement visit convenience stores 2.7 times per week – 15% higher than the 2.4 convenience average. They also spend 11% more per item - £3.61 versus the convenience average of £3.27 – and have a 9% higher total basket spend - £12.99 versus £11.91.

Overall, the results found that 15% of the UK have a dietary requirement, highlighting a significant opportunity. Vegetarian and wheat/gluten free are the two most common types of dietary requirements.

Compared to the convenience store average, shoppers with dietary requirements are more likely to purchase bakery products, crisps & snacks and frozen products, offering retailers a key opportunity to attract higher footfall from these shoppers.

Commenting on the results, Blonnie Whist, Head of Insight at Lumina Intelligence said, *“Consumers who follow dietary requirements are beneficial to attract to stores. On average, they spend more and visit more frequently. Categories including bakery, crisps and snacks, and frozen are key opportunities to attract consumers with dietary requirements. Although vegetarian and wheat/gluten free are the most common dietary requirements, however awareness of the environmental impact and health benefits of reduced animal products have led to a boost in veganism within mainstream culture.”*

**ENDS**

**Convenience Tracking Programme**

The Lumina Intelligence Convenience Tracking Programme comprehensively measures and tracks consumer behaviour across all convenience retail shopping channels every week, including in-store, delivery and click & collect. Built from analysis of over 50,000 shopping trips per year, CTP is the largest convenience shopper survey in the UK. This continuous

The methodology for this specific content is:

* Data collected in the week ending 16th November (1 WE 16.11.2020)
* 1,500 nationally representative sample per week
* In depth online interviews

**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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