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**Visit frequency, basket size and spend in convenience all increase during Lockdown**

**According to the latest insight from Lumina Intelligence’s Convenience Tracking Programme, compared to the 4WE 10/01, the UK convenience retail channel has seen growth in average shopper visit frequency, average basket spend and average basket size.**

In the 4WE 07/02, the average basket size in convenience was 5.3 items – up 6%, the average visit frequency was 2.8 times – up 4% and the average value of a convenience shopper was £66.73 – up 10%.

Planned top-up remains the number one mission driving shoppers to convenience stores, accounting for a third of all visits in the 4WE 07/02. Versus the previous 4WE meal occasions has overtaken newsagent as the second biggest mission, accounting for over 14% of trips – up 1.7ppts.

The proportion of convenience store baskets that include price marked packs has also grown – up 1ppt versus 4WE 10/01. Overall, half of convenience baskets include price marked packs. Soft drinks have moved from the fifth most purchased category for PMPs to third, highlighting the success of PMP price cut initiatives, such as Coca Cola’s, which tap into consumer demand for value. The top three categories for PMPs are:

|  |  |
| --- | --- |
| Chilled foods (exc. milk) | 13.0% |
| Bakery (wrapped) | 9.9% |
| Soft Drinks | 5.9% |

Commenting on the results, Blonnie Whist, Head of Insight at Lumina Intelligence said, *“As we have seen throughout the three lockdown periods, shoppers are turning to their local convenience stores and, in some cases, avoiding larger, busier stores. This has resulted in higher visit frequency, greater spend and bigger baskets. There has also been an increase in shoppers looking for meal inspiration. The restrictions placed on hospitality have boosted in-home consumption, so retailers need to think smart about how they can inspire shoppers, with opportunities for meal deals that increase spend and purchases.”*

*“Convenience stores are perfectly placed to cater for local communities during lockdown periods. Retailers must use this as an opportunity to drive loyalty in order to retain customer once restrictions ease.”*

Find out more about Lumina Intelligence’s Convenience Tracking Programme [here](https://www.lumina-intelligence.com/product/convenience-tracking-programme/#1603268996829-d3f4690e-bc4fd329-2dae).

**ENDS**

**Convenience Tracking Programme**

Lumina Intelligence’s Convenience Tracking Programme is the authority on the complex and fragmented UK convenience market, supporting suppliers and retailers with data, forecasting, retailer analysis and path to purchase insight. Built from analysis of over 50,000 shopping trips per year, CTP is the largest convenience shopper survey in the UK.

The methodology for this specific content is:

* Data collected in the 4 weeks ending 07.02.
* 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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