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**9% of forecourt shoppers on a fuel mission, as pandemic reinforces importance of forecourt convenience**

According to the new Lumina Intelligence UK Forecourt Market Report 2021, less than one-in-ten forecourt shoppers cite fuel as the main reason for their visit, as the coronavirus pandemic reinforces the importance of the convenience store offering within a forecourt.

The report highlights the key missions that are driving shoppers to forecourts:

* Top-up (planned) – 26%
* Food to go – 16%
* Newsagent – 11%
* Top-up (distress) – 9%

With over a quarter of forecourt shoppers on a top-up (planned) mission, the report identifies the most popular categories purchased on this mission as bakery (45%), chilled foods (exc. milk) (44%), fresh fruit and veg (35%) and tinned or packaged grocery (32%).

**Bigger baskets, spend and visit frequency**

The report indicates that, versus the total convenience average, on average forecourt shoppers visit 3 times per week (+0.6), purchase 3.7 items per visit (+0.2) and spend £15.18 (+£3.77).

Due to restrictions on travel caused by the pandemic, the focus on forecourts as retail destinations has gained traction. Shoppers have been advised to shop local for the majority of the year, benefiting forecourts.

**Bakery & food to go more important in forecourts**

Forecourt shoppers are +51% more likely to distinguish between stores through an in store bakery offer and +44% more likely through choice of food to go, compared to convenience average. Providing shoppers with these two choices of offers will help forecourts differentiate themselves from other sites.

Commenting on the finding, Alice Dolling, Insight Lead at Lumina Intelligence said, *“Strict restrictions on movement and travel over the last year have severely impacted the forecourt sector and forced operators and retailers to adapt in order to generate sales and footfall. With fuel sales down, a forecourt’s convenience store offering has never been more important.”*

*“Ranging should be targeting top up missions through the expansion of ambient food ranges, whilst chilled ready meals are key to serving meal occasion missions as forecourt shoppers are more likely to be looking for quick and easy solutions.”*

*“For suppliers, forecourt shoppers are more likely to purchase PMPs, buy on impulse and promotion, making forecourts ideal test beds for supplier led marketing activations.”*

**ENDS**

**Report methodology**

The data within the Lumina Intelligence UK Forecourt Market Report 2021 was collated using the Lumina Intelligence Convenience Tracking Programme, which covers a 16 week period between 16/11/20 and 07/03/21 and consists of:

* Online consumer survey (UK convenience shoppers)
* Nationally representative
* Weekly sample size of 1,500 total

**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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