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**Increased visit frequency drives higher weekly shopper value within convenience in April**

**According to the latest insight from Lumina Intelligence’s Convenience Tracking Programme, compared to the 4WE 04/04, the UK convenience retail channel has seen growth in average shopper visit frequency and average weekly shopper value. In contrast, average basket size has fallen slightly.**

In the 4WE 02/05, average visit frequency to a convenience store was 2.6 times per week (+8%), average weekly shopper value was £29.09 (+4%) and average basket size was 3.3 items (-3%).

Planned top-up remains the number one mission driving shoppers to convenience stores, however its share of visits has fallen -2.7ppts to 29.2% during 4WE 02/05. This change has been driven by an increase in shoppers on a food to go mission, +2.1ppts to 12.6%.

The data also indicates an increase in the proportion of shopper using delivery and click and collect services. The proportion of convenience store shoppers using delivery services increased +40% to 4.5% in the 4WE 02/05 and for click and collect there was an increase of 8% to 1.1%.

The proportion of convenience store shoppers purchasing price-marked packs or buying on promotion also increased. 55.2% of convenience store shoppers purchased on promotion in the 4WE 02/05 (+2.5ppts) and 46.5% purchased a price-marked pack (+2.4ppts). The top three categories for PMPs are:

|  |  |
| --- | --- |
| Chilled foods (exc. milk) | 10.9% |
| Bakery (wrapped) | 7.1% |
| Soft Drinks | 6.8% |

Commenting on the results, Alice Dolling, Insight Lead at Lumina Intelligence said, *“Despite restrictions of the UK hospitality industry beginning to ease, convenience retail benefitted from increased visit frequency and spend in April. Increased movement of people has also had a positive impact on the food to go category, which has increased share of total visits. As restrictions ease further, we expect food to go to continue to grow its share, particularly as workers return to offices.”*

*“At the beginning of the year, we predicted the trend towards delivery to be one of the lasting legacies of the coronavirus pandemic, as shoppers get used to the convenience it offers. Our latest data continues to support this prediction, with the proportion of convenience store shoppers using delivery to conduct their shopping increasing by 40% in April.”*

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 02.05
* 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.

<https://www.lumina-intelligence.com/>