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**One-in-five convenience purchases made in HFSS restricted locations**

According to the Lumina Intelligence UK Convenience Market Report 2021, **19% of products purchased within convenience stores are picked up from areas that face HFSS restrictions.**

Legislation is set to impact stores over 2,000 square feet or with more than 50 staff and will include restrictions on promotions and product placement of HFSS products.

**3 of top 5 purchase locations restricted under HFSS**

19% of convenience store purchases are picked up in areas that will face restrictions under new HFSS legislation:

|  |  |
| --- | --- |
| **Location** | **% who pick up product from location** |
| Display on the end of an aisle | 7.9% |
| Display at the front of the store | 5.8% |
| Display at the till | 5.7% |

Younger shoppers are more likely to pick up purchases in HFSS restricted areas, notably 18-24s are +50% more likely to pick up purchases at the front of store and 25-34s are +45% more likely to pick up a purchase from a till display.

**Six of the top eight categories purchased on impulse impacted by HFSS**

In total, 54.5% of convenience store shoppers purchase on impulse. Of the top ten categories that shoppers purchase on impulse within convenience, seven of them are likely to be impacted by the new HFSS regulations:

|  |  |
| --- | --- |
| **Category** | **% who bought this category on impulse** |
| Bakery | 11% |
| Bakery (wrapped) | 10% |
| Crisps & Snacks | 8% |
| Soft Drinks | 8% |
| Confectionery | 6% |
| Carbonated soft drinks | 5% |

The top two reasons for purchasing on impulse are *I saw it and I was tempted* (33%) and *It was on promotion/special offer* (17%). With restrictions set to be placed on promoting these products and displaying them in locations known for high visibility, there is a risk to the sales of these categories for stores that are impacted by the legislation.

**Over four in ten shoppers purchase on promotion**

44% of convenience store shoppers purchase on promotion, with the four categories most commonly purchased on promotions set to be impacted by the HFSS regulation:

|  |  |
| --- | --- |
| **Category** | **% who bought on promotion** |
| Bakery | 7.3% |
| Crisps & Snacks | 7.2% |
| Soft Drinks | 6.2% |
| Confectionery | 4.8% |

Commenting on the results, Sophie Lane, Key Account Lead at Lumina Intelligence said, *“For brands impacted by HFSS, strategies around shopper marketing will become even more crucial. How can you drive attention to your product within the main fixtures? For brands not impacted, how can you take advantage of any additional product placement opportunities? For retailers, how can they work with brands and open up alternative activation opportunities?”*

*“Preparation is critical, with retailers needing to work closely with brands to create a solution that suits everyone and mitigates the risks posed by HFSS. Alternative strategies such as introducing PMP lines, expanding meal deal and cross merchandising options outside of the usual 3 item lunch deal will help retain lockdown shoppers and maintain value for money satisfaction ratings in convenience stores. PMPs are particularly important for impulse categories reassuring shoppers they are not being overcharged and helping retailers maintain their competitive edge over supermarkets and discounters. In total, 46% of convenience shoppers purchase PMP products.”*

**ENDS**

**Report methodology**

The Lumina Intelligence UK Convenience Market Report 2021 is the trusted source of insight for UK leading manufacturers and operators.

The report methodology includes:

* 1,500 weekly consumer surveys from Lumina Intelligence Convenience Tracking Programme - the UK’s largest UK convenience shopper study
* Convenience market sizing from Lumina Intelligence Grocery Data Index, which provides the structure, size and turnover of the retail market with data for over +120 retailers.
* Channel detail and topical content and subject deep dives from Lumina Intelligence Channel Pulse - 1,000 consumer interviews across UK grocery retail shoppers.

**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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