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**On-demand convenience accounts for one-in-twenty convenience store orders**

According to the Lumina Intelligence UK Convenience Market Report 2021, **delivery through a website, app or store currently accounts for 4% of all convenience occasions, with a further 1% coming from Click & Collect orders.**

The report also highlights that convenience shoppers that use delivery have a +36% bigger basket than the in-store shopper and spend 128% more. The average convenience store shopper that uses delivery purchases 4.5 items and spends £24.09 per trip. In comparison, the average in-store convenience store shopper buys 3.3 items and spends £10.56.

Over half (52%) of all convenience store delivery orders are placed on Fridays (21%) and Saturdays (31%). In comparison, just 37% of all in-store convenience occasions take place on these days.

Convenience store delivery is key to targeting younger shoppers. 65% of convenience store delivery users are aged 18-34, whereas this demographic account for just 29% of in-store shoppers.

Unsurprisingly, Deliveroo and Uber Eats are the two delivery operators that have the highest brand awareness; however, the following three challenger brands make up the top five:

|  |  |
| --- | --- |
| **Brand** | **% of shoppers are of the brand** |
| Snappy Shopper | 6.9% |
| Zapp | 3.6% |
| Gorillas | 3.1% |

Commenting on the results, Katie Prowse, Senior Insight Manager at Lumina Intelligence said, *“Convenience store delivery was already entering the market pre-pandemic, but the impact of the last 15 months has seen growth accelerate at an unprecedented rate. With delivery here to stay, retailers need to embrace this key growth channel.”*

*“Delivery is key to broadening reach and demographic. Retailers should focus on the key areas that outperform through delivery, for example, shoppers using delivery are +100% more likely to be purchasing for a daytime meal occasion or +500% more likely to be purchasing a gift. Targeted messaging around key occasions and missions will help drive online footfall and boost sales.”*

**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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