**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

**Giorgio.rigali@lumina-intelligence.co.uk**

**06 August 2021**

**Average spend, visit frequency and basket size grow in convenience**

According to the latest data from the Lumina Intelligence Convenience Tracking Programme, the average weekly value of convenience store shoppers increased by 6% during the four weeks ending (4WE) 27.06.2021.

The average weekly value of a convenience store shopper increased from £21.68 in the 4WE 30.05.2021 to £22.98. This increase was driven by an increase in average basket size (+0.1 to 2.8 items per trip) and visit frequency (+0.2 to 2.8 times per week).

Despite an increase in basket size, there was a decline in the proportion of shoppers on a planned top up mission (-1ppt to 21.6%), with the food to go (+0.6ppt to 15.6%) and meal occasion (+1.8ppt to 14.8%) missions both recording increases versus the previous four week period.

Despite restrictions easing further, convenience store delivery continues to grow its share of occasions - +0.9ppt to 7.1% of total convenience store occasions. Click & Collect also grows its share +0.2ppt to 2.2%. This is a notable sign that the shift towards delivery is permanent and not just a lockdown phenomenon that will fade away.

Commenting on the results, Senior Insight Manager at Lumina Intelligence, Katherine Prowse, said: *“Following a decrease in spend during the 4WE 30/05, it is a really positive picture for convenience, with spend, footfall and basket size all growing. Despite hospitality rules easing, rising coronavirus cases and the ‘Pingdemic’, will have resulted in many consumers being cautious and opting to cook at home more. Furthermore, many will have hosted gatherings and watched England’s success at the Euros, which is reflected in the growth of the meal occasion mission.”*

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 retail 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 27.06
* 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/>