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**Shoppers become more value-led as basket size remains stable, but spend falls**

According to the latest data from the Lumina Intelligence Convenience Tracking Programme, the average weekly value of convenience store shoppers decreased by -1% during the four weeks ending (4WE) 25.07.2021.

The average weekly value of a convenience store shopper declined from £23.56 in the 4WE 27.06.2021 to £23.27 in the 4WE 25.07.2021. During the same periods, average basket size remained stable at 2.8 items per trip. This indicates that shoppers are becoming more budget conscious and opting for alternatives to higher value items.

This is apparent in a decline in impulse purchasing, which decreased by -0.7ppts during the 4WE 25.07, as consumers increasingly restrict spending on non-essentials. Impulse items were increasingly purchased due to promotions, further emphasising a move towards value conscious shopping.

The average visit frequency of convenience shoppers has also fallen slightly, from 2.8 times per week to 2.6. This reflects the easing of restrictions and pre-pandemic shopping habits returning.

This is further highlighted by a decline in the proportion of shoppers using delivery and click & collect. The proportion of shoppers using delivery fell -4ppts, from 7.1% to 3.1%. Click & collect saw a decline of -1.9ppts, from 2.2% to 0.3%.

Commenting on the results, Senior Insight Manager at Lumina Intelligence, Katherine Prowse, said: *“With restrictions easing, convenience stores are having to compete with other grocery channels, as well as hospitality. Shoppers are becoming more comfortable out and about, so larger shops within supermarkets are more prominent. As hospitality reopens and events return, there is also a challenge around budgets. Shoppers will be keen to make up for lost time, which could result in them becoming more budget conscious with their groceries. This is already apparent with spend declining and impulse purchasing on promotions increasing. Retailers can lean on this demand for promotions to drive footfall and highlight value.”*

*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 25.07
* 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.

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