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**34% of consumers either have or likely to stockpile food and drink products for Christmas by the end of October**

According to a recent survey conducted by Lumina Intelligence, a third (34%) of consumers either have or are considering purchasing food and drink for Christmas before the end of October.

The survey found that 55% of consumers are somewhat worried following media coverage on people stockpiling food and drinks for Christmas already, due to concerns about product shortages, as a result of Brexit, Covid, and the lack of lorry drivers:

|  |  |
| --- | --- |
| Very worried | 10% |
| Worried | 16% |
| Slightly worried | 30% |

The results show that those in the youngest (18-24) and eldest (65+) age categories are the least likely to be worried about shortages ahead of Christmas, as a result of shoppers stockpiling.

Despite over half of consumers expressing concern around product shortages, only a third (34%) either have or are considering stockpiling:

|  |  |
| --- | --- |
| Have already purchased food and drink products ahead of Christmas | 6% |
| Definitely will purchase food and drink products for Christmas by the end of October | 10% |
| Probably will purchase food and drink products for Christmas by the end of October | 18% |

The categories that consumers are most likely to purchase for Christmas before the end of October are:

|  |  |
| --- | --- |
| Confectionery | 66% |
| Crisps & Snacks | 57% |
| Tinned & packaged products | 55% |
| Alcohol | 55% |
| Soft Drinks | 51% |
| Frozen | 45% |

Commenting on the finding, Blonnie Whist, Insight Director at Lumina Intelligence said, *“Christmas this year will be incredibly different to last, when travel restrictions and last-minute regional lockdowns ended most people’s festive plans. Consumers will be looking to make up for lost time and with no restrictions surrounding gatherings we can expect big celebrations. However, media coverage surrounding product shortages due to the HGV driver shortage, Brexit and Covid is concerning shoppers, with some already stockpiling ahead of Christmas and many more likely to follow suit. Retailers need to be prepared for Christmas preparations to start early this year and should expect a bumper year for sales, but also need to communicate clearly with shoppers to ensure purchasing behaviours do not hit the extremes of April 2020 when the pressures on the supply chain peaked.”*

**ENDS**

**Research methodology**

* Online survey conducted with a nationally representative sample of 1,001 UK adults between 24-27 September

**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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