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**Convenience store penetration increases, as shoppers increase spend and frequency**

According to the latest 12-weekly data from the Lumina Intelligence Convenience Tracking Programme, the proportion of shoppers visiting convenience stores increased by +9ppts in the 12 weeks ending (12WE) 17/10/21, from 49% (12WE 25/07/2021) to 58%.

During the same period, shoppers visited convenience stores more frequently, +4% to 2.8 times per week on average and, despite a 3% decline in average basket size, basket value increased by 21%, from £8.58 per trip to £10.38.

Versus the previous 12 weeks, the proportion of convenience store occasions that were delivered increased by +2ppts in the 12WE 17/10, from 5% to 7%. Click and collect also saw a slight uptick of +0.2ppts, as in store declined by -2ppts, from 93% to 91%.

Planned top up remains the top mission within convenience, accounting for 23% of all trips. Newsagent missions increased by +2ppts to 21%, driven by older demographics becoming less risk averse due to the rollout of booster vaccines.

The proportion of shoppers purchasing on impulse increased by +1ppts during 12WE 17/10, to account for 56% of purchases. ‘It was on promotion/special offer’ increased as a reason for impulse purchasing, with consumers eager to utilise promotions. Out of the top five categories bought on impulse, Chilled foods (including milk) saw the most substantial increase of +1ppt.

PMP purchasing increases to 48%, driven by monetary concerns due to the price increases for fuel, food and electricity. Chilled Foods (including and excluding Milk) saw a 1ppt increase, as more shoppers used the convenience channel for top up shops in the period.

Commenting on the findings, Senior Insight Manager at Lumina Intelligence, Katherine Prowse, said: *“A real positive for UK convenience is the large increase in spend per trip and the increased frequency. The decrease in basket size indicates that either shoppers are opting for more premium products or prices have increased – we expect a combination of the two.”*

*“Delivery continues to be an opportunity for retailers to widen their shopper catchment area, despite restrictions easing and great movement of people. More convenience stores are working with the likes of Deliveroo and Uber Eats, as well as start-ups including Snappy Shopper and Getir to boost their delivery offerings.”*

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 12 weeks ending 17.10
* 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/>