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**Shoppers stay local over Christmas, as delivery and click & collect grow share**

According to the latest 12-weekly data from the Lumina Intelligence Convenience Tracking Programme, delivery and click & collect occasions grew, +2ppts and +0.4ppts respectively, in the 12 weeks ending (12WE) 09/01/22, to 10% and 2% versus the 12WE 17/10/2021.

Delivery accounted for one-in-ten convenience store occasions across the 12-week period, driven by risk aversion due to the rise of the Omicron variant, but also shoppers looking for more convenient solutions during the festive period, allowing them to spend more time at home.

This also drove a rise in local shopping, with shoppers staying close to home and away from town and city centres. This apparent in changes to retailer share of occasions. City centre dominant operators, Tesco Express and Sainsbury’s Local, saw share occasion decline, whereas retailers predominantly located in suburban areas, such as Co-Op, Best One, Budgens and Costcutter all benefitted from a rise in footfall.

Despite the rollout of the vaccine and booster, we still see caution from older consumers. The rise of Omicron resulted in the return of over-65s to convenience stores. The proportion of over 65-year-old shoppers that visited c-stores increased by +6ppts compared to the previous 12 weeks, with shoppers looking to avoid crowded supermarkets.

Newsagent missions increased by a further +1ppt, after growing +2ppts in the previous 12 weeks. Food to go missions decreased by 1ppts as consumers were less likely to be out and about due to the Omicron variant. Lumina Intelligence expects FTG to increase over the next quarter as more consumers return to offices.

PMP purchasing increased by +2ppts (to 50%) in last 12 weeks. Chilled Foods (including Milk), Bakery and chilled products each saw a +1ppt increase in PMP purchases.

Commenting on the findings, Senior Insight Manager at Lumina Intelligence, Katherine Prowse, said: *“Omicron caused a significant amount of uncertainty and a shift to local shopping, with suburban convenience stores seeing the benefit of increased footfall. Once again, we see the opportunity that delivery can offer convenience stores – accounting for one-in-ten convenience occasions. Whilst covid cases will have played a role, we still expect delivery to be a key growth driver for the future.”*

*“The last three months of 2021 truly showed, once again, the importance of convenience stores to the UK economy and local communities.”*

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 09.01.22
* 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/>