**CONTACT INFORMATION:**

**Lumina Intelligence**

**Holly Franklin**

**07940466301**

**holly.franklin@lumina-intelligence.co.uk**

**4th October 2022**

**UK shoppers start to trade out of the convenience sector**

The latest Lumina Intelligence Convenience Tracking Programme has shown the proportion of convenience shoppers fell -3ppts in the 12 weeks ending 18th September 2022 down to 62% of UK shoppers shopping in convenience. This highlights the impact of the rising cost of living and record high food prices. Shoppers are purchasing from larger supermarkets or discounters instead to navigate less disposable income.

**Top Up missions in decline**

Average spend has fallen -7.32% down to £6.58 however basket size remained the same at 2.7 items as consumers start to trade down and opt for less expensive items. The Planned Top Up mission (i.e. planned to buy a few items has started to decline by 1 ppt over the last quarter. The Food to Go mission has increased however in recent weeks it suffered a decline of -4.6ppts in a week showing initial indications that shoppers are starting to prepare more food in the home.

**Shoppers are buying on impulse less**

The Convenience Tracking Programme has shown shoppers are purchasing on impulse less this quarter (-1ppt). Temptation is less of an influence (-1ppt) as shoppers prioritise buying essential grocery items to reduce their discretionary spending. Purchasing on promotion and PMP has also decreased linked to shoppers reducing top up purchases including chilled foods & bakery products.

**Co-Op and Tesco Express continue to lead the way**

Coop and Tesco Express continue as the top two retailers this period, growing +2.1ppts and +0.5ppts respectively. Co-op attracted 27.3% share of the market with Tesco capturing 14.6%/ Co-op introduced a sweet and savoury picnic range this summer which included Loaded Blondies and Nduja Sausage Rolls, driving sales as more shoppers opt for picnic occasions in the summer weather.

**ENDS**

**Methodology**

The Lumina Intelligence Convenience Tracking programme covers 50,000 online surveys a year across a nationally representative sample of shoppers in convenience. It covers the total convenience market including symbols, independents and managed convenience helping category, insight and sales teams have a consistent, in-depth understanding of the shopper.

**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.

We are the experts in market and consumer insight across the food & drink and nutrition markets.

<https://www.lumina-intelligence.com/>