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**Main shop increase prompts reduced frequency in depot vs pre-pandemic**

There has been a notable uptick in wholesale visits that a driven by the main shop mission, across retail and foodservice, as shown by the latest Lumina Intelligence’s [Wholesale Market report](https://store.lumina-intelligence.com/product/wholesale-market-report-2022/).

The main shop mission has indeed become the most popular among retailers and it has grown in importance over time, as the current economic outlook prompts retailers to avoid regular small purchases and opt for bigger top-up missions to mitigate the impact of the increasing costs. Playing into this trend, promo weeks and event days are being used to drive footfall and build loyalty.

“*Worsening cost pressures are prompting behavioural changes in wholesale customers. Both retailers and foodservice operators are opting for bigger, main shops to maximise savings. Lumina expects cost pressures to increase into the Winter months with a looming recession threatening a tough period, especially for the foodservice marke*t,” commented Insights Manager Katherine Prowse.

Growth in main shops, particularly for cash and carry visits, has driven a decline in frequency in 2022. Retailer cash and carry frequency has declined by -10%, whilst foodservice cash and carry frequency is down -13% as operators manage costs. Within this overall decline, 19% of independents are visiting the wholesaler depot / Cash & Carry more frequently to avoid paying for delivery

Foodservice focused wholesalers are expected to see strong growth as the sector recovers, whilst traditional wholesalers’ turnover growth slows following bumper 2020. Hybrid wholesaler Morrisons is expected to have grown its wholesale business by more than half from 2019 2022, following the acquisition of McColl’s convenience business.

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**Report Methodology**

The Lumina Intelligence UK Wholesale Market Report 2022 is the definitive report for the UK wholesale industry. The report comprehensively covers the size of the UK wholesale market and its sub-channels, as well as its competitive landscape, with profiles on the UK’s leading wholesalers.

The report was produced through the following Lumina tools:

* Wholesale Market Report Survey 2022, with 400 telephone interviews total, conducted during the September-October 2022 period.
* Market Sizing & Operator Data Index: Market sizing data tracking the performance of hospitality, grocery and wholesale operators, based on turnover and outlet numbers.
* Top of Mind Business Leaders Survey: Lumina Intelligence Top of Mind business leaders survey is an online questionnaire targeted at industry professionals across the eating out and grocery retail markets, focused on understanding the current trading environment, challenges and growth opportunities. For the Wholesale Market Report 2022 we tracked responses from 100 leaders working in senior management positions.

**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.