**A close up of a logo

Description automatically generatedCONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico**

**07423555808**

[**monica.ricocastrillo@lumina-intelligence.com**](mailto:monica.ricocastrillo@lumina-intelligence.com)

**16 April 2025**

**Convenience Store Trends Shift Towards Frequent, Budget-Conscious Shopping**

The latest quarterly data from [Lumina Intelligence’s Convenience Tracking Programme](https://www.lumina-intelligence.com/product/convenience-tracking-programme/) reveals a significant shift in UK shopper behaviour following the festive period, highlighting the increasing influence of budgeting and financial planning on consumer habits in convenience retail.

**Shopper Spend Dips as Visit Frequency and Basket Size Rise**

As the post-Christmas financial reset took hold, consumers adjusted their shopping habits accordingly. While overall shopper spend decreased, there was a marked increase in both the frequency of convenience store visits and the size of shopping baskets. This trend was particularly evident in the month of March, driven predominantly by a surge in purchases of soft drinks.

Younger shoppers chose to shop more frequently while keeping spending per trip in check, reflecting a growing consciousness around budgeting and more intentional shopping habits.

**Planned Top-Up Missions Hit Record Highs**

Planned top-up shopping missions saw a substantial rise in share, increasing by 4.2 percentage points. This growth was fuelled by shoppers’ need for convenience while managing tighter budgets. Key categories within these missions included tinned and packaged foods, with a focus on cooking, pasta and curry sauces, as well as dry pasta and rice – staples that support cost-effective meal planning.

This behaviour suggests a growing reliance on convenience stores not just for immediate needs, but as part of broader, cost-conscious weekly shopping routines.

**Impulse Purchases Take a Hit Amid Budgeting Concerns**

Impulse shopping experienced a notable decline, particularly in symbol groups and independent stores. This trend was most pronounced among households with partners and children – shoppers who are among the most budget-conscious and likely to plan purchases in advance.

These family-oriented consumers drove a 2.3 percentage point decrease in impulse purchases within these store formats, demonstrating a strategic shift away from spontaneous spending in favour of structured, needs-based shopping.

**ENDS**

**Methodology**

The [Lumina Intelligence Convenience Tracking Programme](https://www.lumina-intelligence.com/product/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.

**Who We Are:**

[Lumina Intelligence](https://www.lumina-intelligence.com/) helps food and drink brands understand their consumers and markets - so they can grow faster, plan smarter, and make better commercial decisions.

We specialise in insight for grocery retail and hospitality, combining trusted data with expert analysis to support your commercial, category, and insight teams.

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