**CONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico Castrillo**

**+44(0)7423555808**

**Monica.ricocastrillo@lumina-intelligence.com**

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**Multiples and Mission-Based Shopping Fuel UK Convenience Market Growth**

The UK convenience retail sector is set to reach £48.8 billion in 2025, marking solid year-on-year growth, with major gains among the multiple operators. New insights from Lumina Intelligence’s [Convenience & Wholesale Market Report 2025](https://store.lumina-intelligence.com/product/uk-convenience-wholesale-market-report-2025/) reveal that planned top-up missions, strong weather conditions, and increased focus on fresh, chilled, and food-to-go ranges are powering this expansion.

Four in five retailers in the symbols and independent space are responding to evolving shoppers’ expectations - through predominantly making investments in store layout optimisations, food to go counters and additional new services. An increased number are holding back on making investments however, mainly due to rising costs and legislation uncertainty (e.g. deposit return scheme).

Lumina Intelligence identifies five defining trends shaping the modern convenience experience:

* Health and nutritious product choices
* Mission-led purchasing – especially top-up and food-to-go
* Technology delivering seamless shopping
* Treat as a driver of impulse spend
* Versatility through multifunctional, lifestyle-aligned formats

Consumers are increasingly seeking stores that cater to premium, global, and fresh offerings without compromising on value or convenience.

In today’s value-conscious climate, price-marked packs and known best-sellers remain core to building shopper trust and boosting basket spend, especially in high-traffic categories like soft drinks and confectionery.

Looking ahead, the sector is primed for even greater transformation. By 2028, the market is projected to exceed £53bn, supported by digital innovation (including AI and scan & go), fresh range development, and the rollout of high-utility services like parcel lockers and branded counters.

“*Retailers that balance investment in tech, fresh ranges and shopper missions will be best placed to win in a fast-evolving convenience landscape,*” said Andy Crossan, Insight Lead at Lumina Intelligence.

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The [**UK Convenience & Wholesale Market Report 2025**](https://store.lumina-intelligence.com/product/uk-convenience-wholesale-market-report-2025/)brings together proprietary data across retailer and shopper touchpoints to build a complete view of the convenience and wholesale ecosystem. Quantifying a market worth **£48.8bn in 2025**, the report identifies which channels are set to win, which fascias are growing, and how economic and shopper pressures are shaping the landscape.

Key commercial and consumer themes such as inflation, loyalty, food-to-go, technology, price-matching, and health are examined in depth, with actionable recommendations throughout.

**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/>