William Reed
INFORMING BUSINESS GROWTH

UK Convenience Market Report 2021

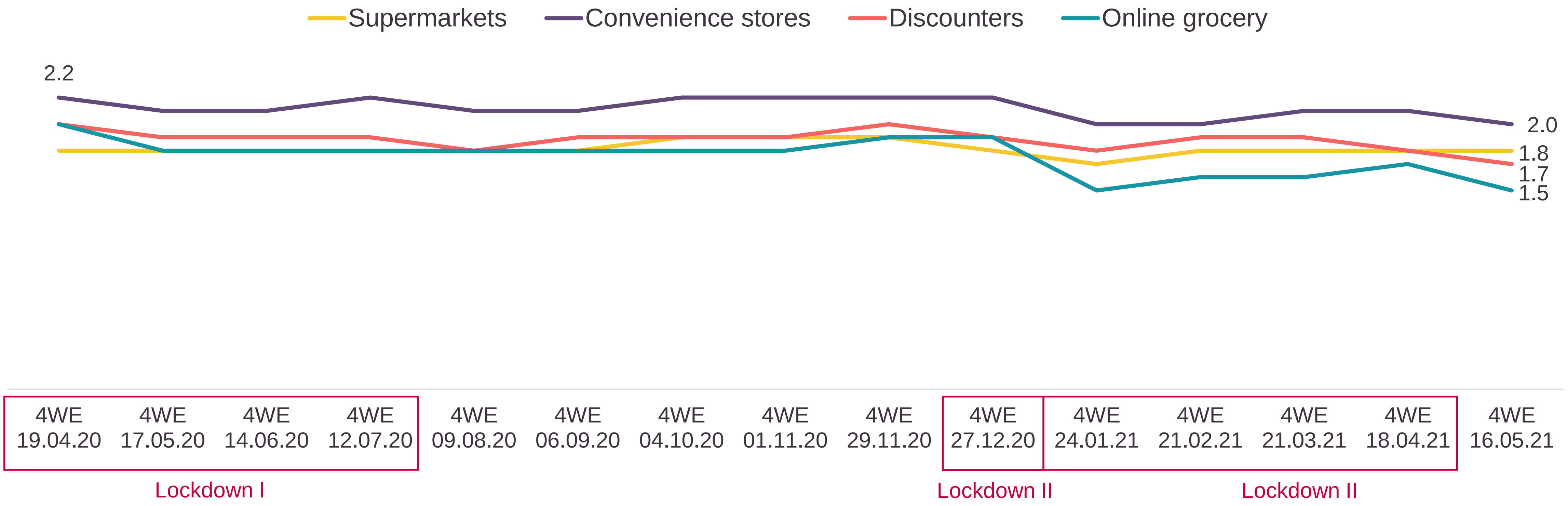
Report sample and table of contents

Lumina Intelligence

CONSUMERS ARE VISITING CONVENIENCE STORES MOST FREQUENTLY

Consumers are visiting convenience stores on average twice a week, a slight fall from a peak of 2.2 times per week seen throughout the past year. Online grocery frequency has fallen to the lowest frequency in 13 months with easing restrictions boosting confidence among consumers to venture out of the house for grocery shopping. Little and often convenience shopping will help consumers manage spend whilst limiting food waste.

Average number of visits per store per week



Source: Lumina Intelligence Channel Pulse data collected 23/03/20 – 16/05/21

PREMIUM CONVENIENCE CONCEPTS FOCUS ON SUSTAINABILITY

Premium neighbourhood convenience concepts are offering consumers packaging free essentials as well as deli items and barista coffee.

Planet Organic, Queens Park, London

Raw Store, Shoreditch, London

Source: Lumina Intelligence, July 2021

DELIVERY SHOPPERS ARE MORE BRAND-LED

Offering a range of branded products as part of a delivery service will increase attractiveness as delivery shoppers are more brand-led. Similarly, delivery shoppers are more open to paying a price premium for higher quality food which suggests potential for offering premium ranges.

In-store shoppers vs. Delivery shoppers

Source: Lumina Intelligence Convenience Tracking Programme 28 WE 30/05/21

SUPPLIERS TAKE DIFFERENT REFORMULATION APPROACHES

Suppliers are taking different approaches to complying with HFSS regulations, ranging from using alternative ingredients to boost nutritional content to repositioning newly launched products as healthier alternatives.

Using savoury ingredients to improve nutritional content

The Savourists make snacks by using savoury ingredients such as roasted lentils in combination with grains including quinoa and sunflower seeds.

Reducing sugar and salt content

Kellogg's has pledged to cut sugar by 10% and salt by 20% in its children's cereal range by 2022. All of its breakfast foods will either be a source of or high in fiber by the end of 2023.

Using a new ingredient as snacking alternative

Karma Bites has developed a line of Popped Lotus Seed snacks which are gluten free and vegan. The range is low in calories, cholesterol, fat, and sodium.

Repositioning snacks with 'better for you' versions

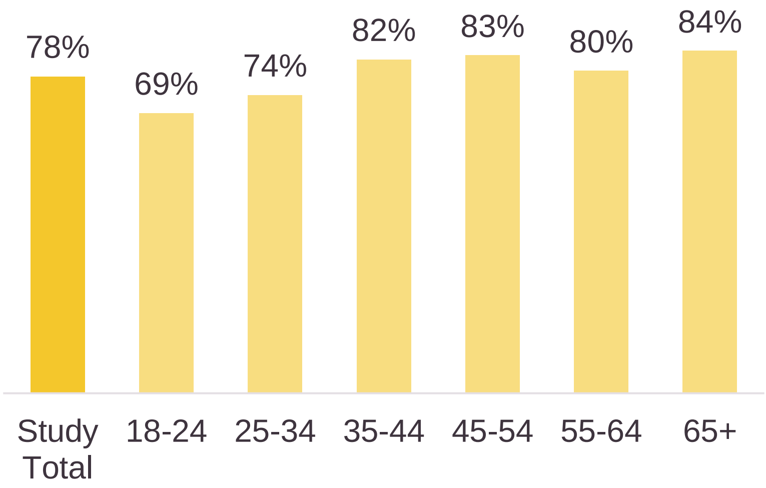
Simply Roasted has unveiled a new range of 'better for you' crisps which provide 50% less fat, less salt and only 99 calories. The brand is launching traditional flavours first, before an extended range which will be have an Asian cuisine twist - Korean BBQ, Katsu Curry and Thai Green Curry.

Source: Lumina Intelligence, July 2021

SUBURBAN MIGRATION A LASTING LEGACY OF PANDEMIC

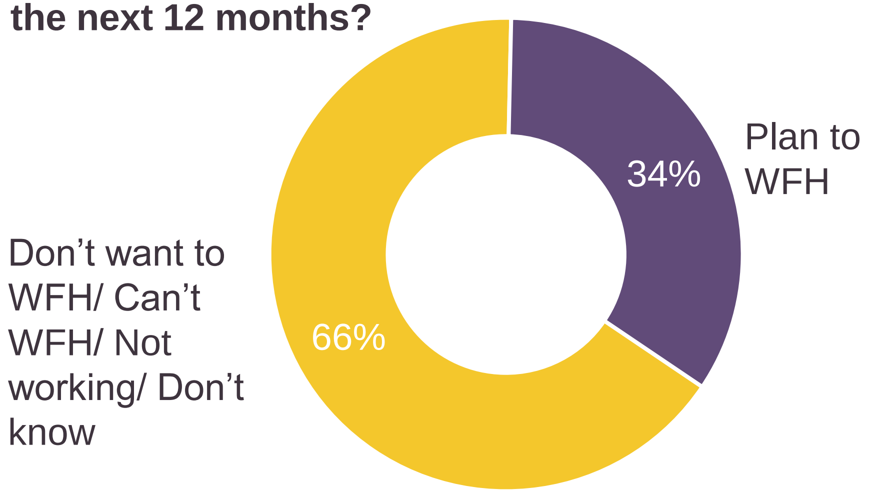
The pandemic traded lifestyle norms for home-working, local-living and a 'chase for outdoor space' as there was a max exodus from cities. This hyper-localism has enabled shoppers to reconnect with communities, supported by the Lumina Intelligence Future of Convenience Report 2021 which found that 53% have shopped locally more in the last year and 42% will continue to shop locally in the future.

Supporting local suppliers and retailers is either 'very important' or 'important' to them



74% say it's either 'important' or 'very important' to support businesses who give back to the community

As Coronavirus restrictions begin to ease, how often do you anticipate that you will be working from home in the next 12 months?



Looking ahead post-pandemic, over a third (34%) of consumers anticipate working from home in some capacity as restrictions begin to ease. This is changing the locational focus of retailers as home working continues to impact city centre footfall. Office occupancy levels hit 50% of pre-pandemic levels for the first time since March 2020 in May 2021.

Source: Lumina Intelligence Future of Convenience Bespoke Survey 2020 , Food to Go Bespoke Survey 2021 and Property Week

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Get in touch

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