

Wholesale Online Report 2021 (Retail)

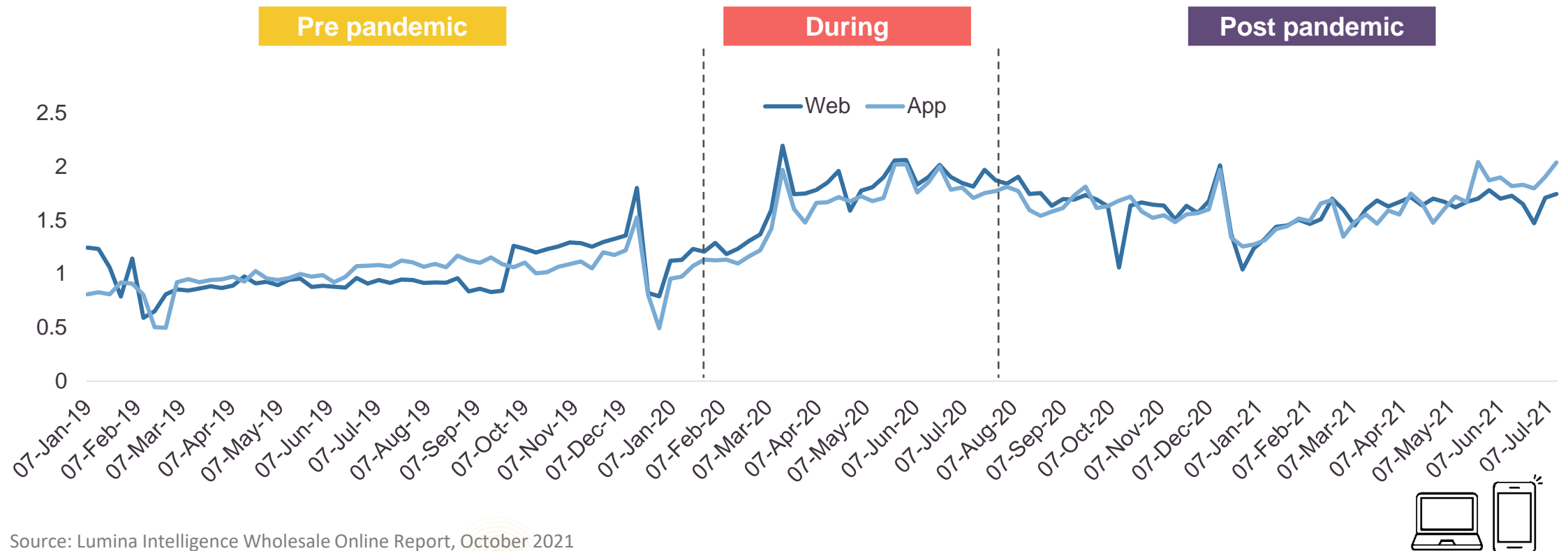
December 2021



BOTH APP AND WEB SHOW INITIAL PANDEMIC REVENUE PEAK

Web revenue had been trending upwards pre pandemic which continued after the initial pandemic peak. Post pandemic, web revenue levels continue to be higher than 2019, with two notable dips during early October and early January, coinciding with national lockdown announcements. App revenue was already trending up strongly just before the pandemic but saw a softer uplift during the pandemic. Compared to the summer before the pandemic, app revenue is up by around 90%, with more transactions and much higher basket sizes in terms of items.

Revenue trended, web vs. app



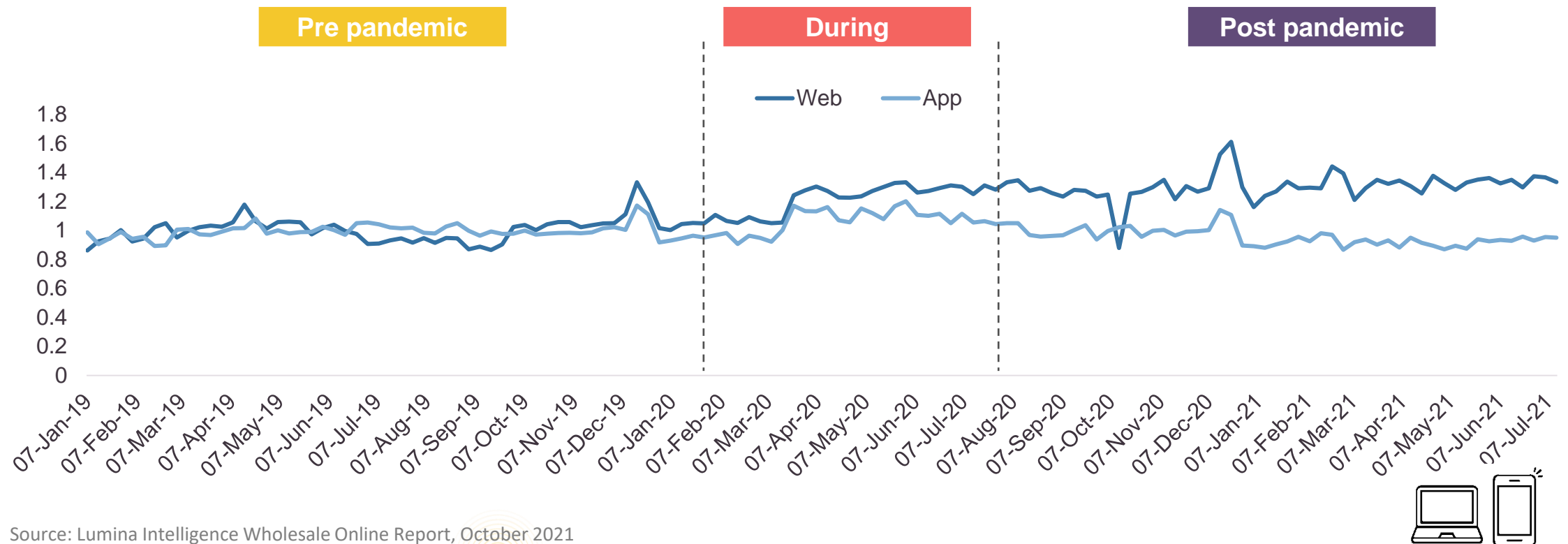
Source: Lumina Intelligence Wholesale Online Report, October 2021



WEB BASKETS ARE MORE DIVERSE POST PANDEMIC

Overall web basket size is significantly higher than before the pandemic. Although the increase in the count of items included in a web basket is not as marked as the increase in value, baskets are now more diverse than pre-pandemic. In contrast to the web, where basket sizes were rising, apps pre pandemic were seeing more transactions at a similar basket size. App revenue remains significantly higher post pandemic, by a percentage similar to that seen on the web, however basket sizes on the app dropped slightly but grew on the web.

Basket size (£) trended, web vs. app



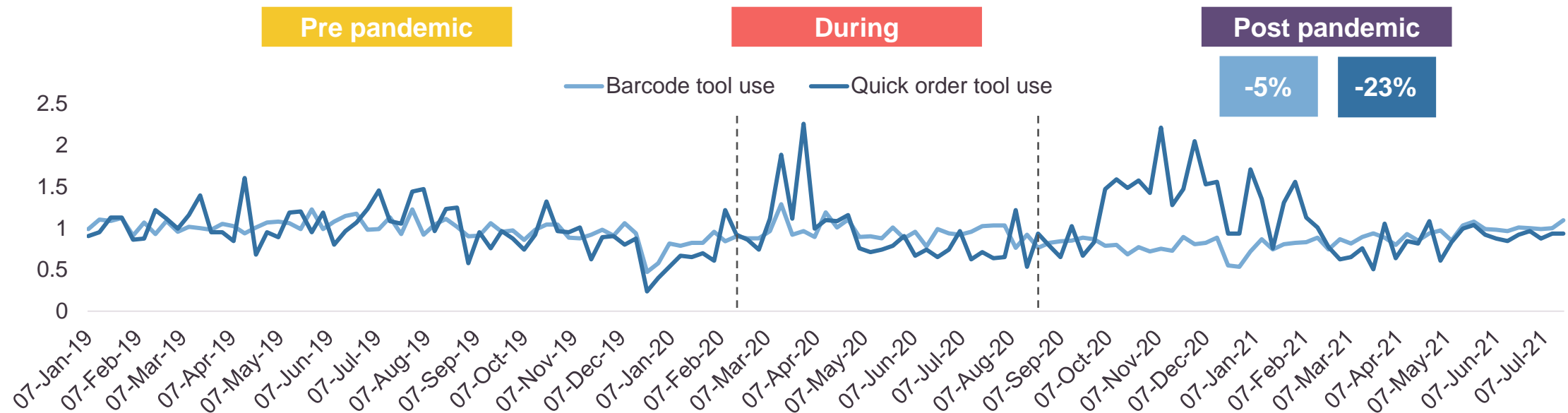
Source: Lumina Intelligence Wholesale Online Report, October 2021



WEB TOOLS ARE DECLINING POST PANDEMIC

As a percentage of sessions with usage, both barcode tool usage and quick order sessions were lower in early 2020 than they were over the same period in 2019. For some wholesalers, these tools are in decline. These tools merit evaluation to ensure it is easy to both add items to favourites and shopping lists and to build baskets this way. Items in historical orders should be easily accessible and added to cart both single and in bulk. Wholesalers should ensure as many retailers as possible are offered the necessary equipment to use barcode tools, or help to get started with these. Where products appear in quick order lists or specified using the barcode tools are out of stock, wholesalers should ensure relevant alternatives are suggested and can be added to the basket quickly and simply.

Barcode use and quick order add to cart

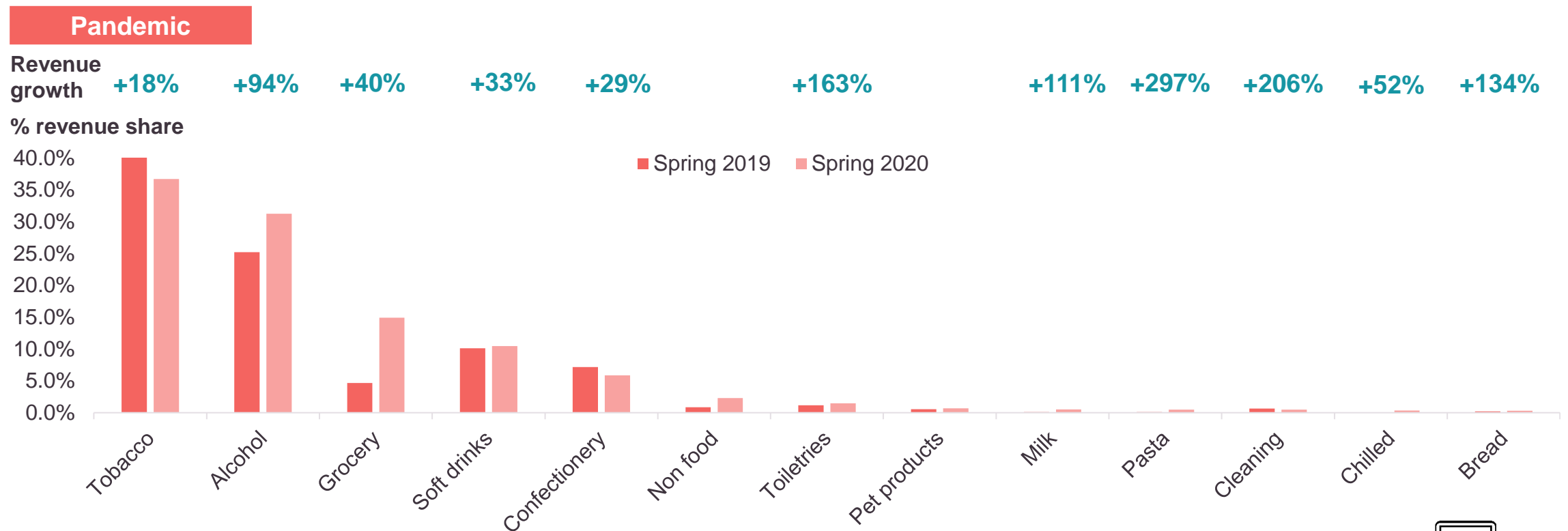


Source: Lumina Intelligence Wholesale Online Report, October 2021



WEB REVENUE IN PANDEMIC HIGHLIGHTS CATEGORY SHIFTS

Web revenue soared +100% during the pandemic with in-demand pandemic items pasta (+297%) and cleaning (+206%) seeing substantial uplifts. The relatively modest growth in confectionery and soft drinks is likely to have been driven by impulse purchases, whereas everyday essentials including milk and bread benefitted from the switch to web shopping as opposed to a large supermarket. This trend is similarly seen in alcohol, as well as more in-home drinking as hospitality venues remained closed under Covid guidelines.



Source: Lumina Intelligence Wholesale Online Report, October 2021



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Get in touch

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