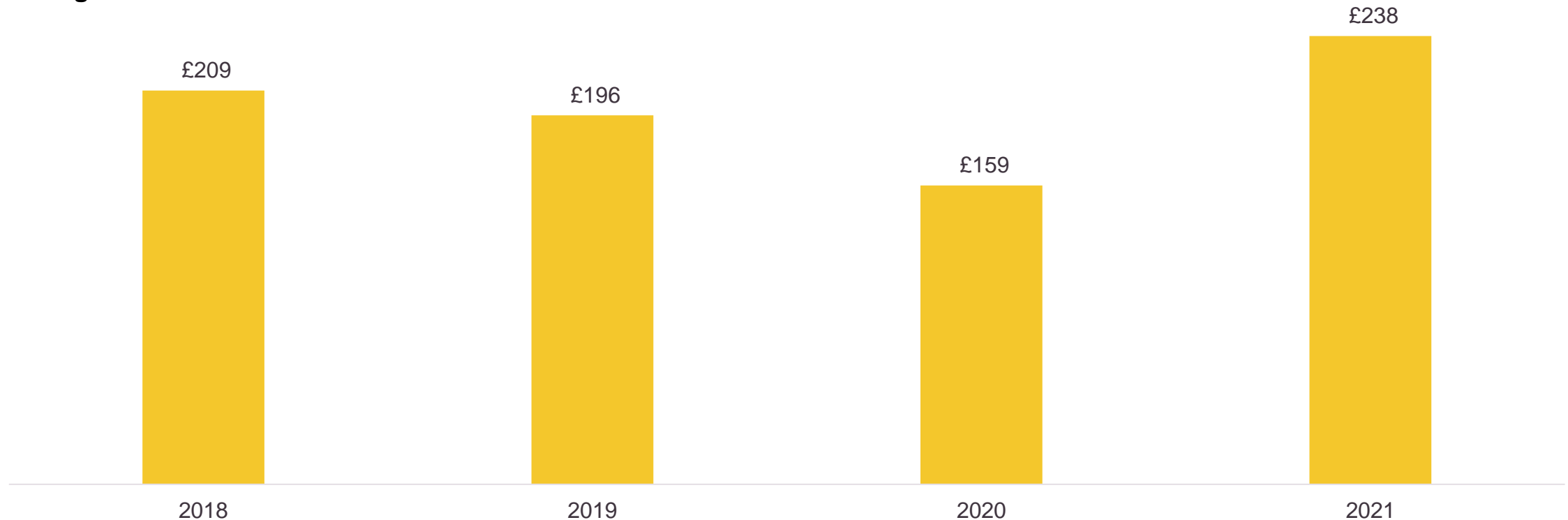**Wholesale Online (Foodservice) Report 2022**

March 2022

AVERAGE BASKET VALUE INCREASES +51% IN 2021

Average basket value has increased by +51% in 2021 to total £238, aligning with the overall increase in basket sizes. This further reinforces the move to the online channel which has remained buoyant post-pandemic.

Average basket value

Source: Lumina Intelligence Wholesale Online (Foodservice Report), February 2022

ALCOHOL CATEGORY REVENUE TRENDS UPWARD IN 2021

Alcohol category revenue has recovered in 2021, surpassing 2019 revenue for much of the year. This was bolstered by events including the Euros as Boris Johnson announced an extended opening time for pubs to celebrate. As lockdown eased, revenue began to pick up again although declined during the second half of 2020 as hospitality faced restrictions during the Winter period.

**Alcohol relative category revenue against 2019 baseline, 2019-2021**
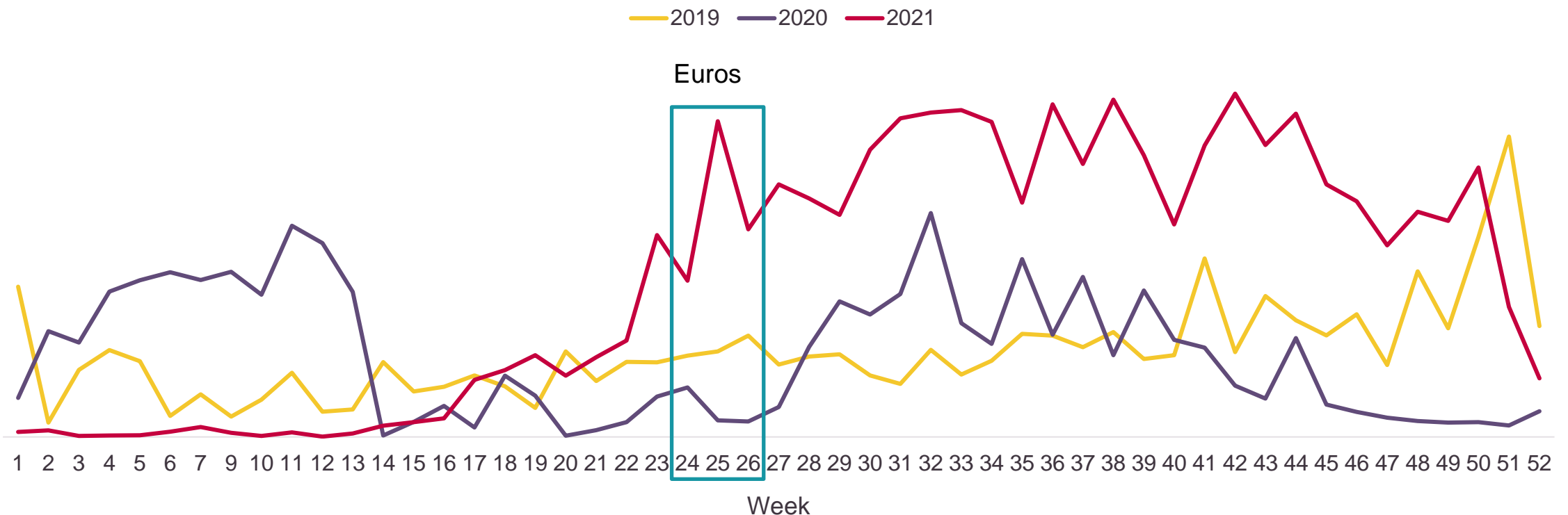
Week

Source: Lumina Intelligence Wholesale Online (Foodservice Report), February 2022

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NON-FOOD PENETRATION GROWS +11PPTS IN 2021

Non-food basket penetration has increased from 30% in 2020 to 41% in 2021 as customers enjoy the convenience of ordering household and non-food products at the same time as ordering food products. As a result, this will make retaining loyalty in the channel harder because customers will shop for both food and non-food products wherever is most convenient for them.

Non-food category basket penetration, 2019-2021
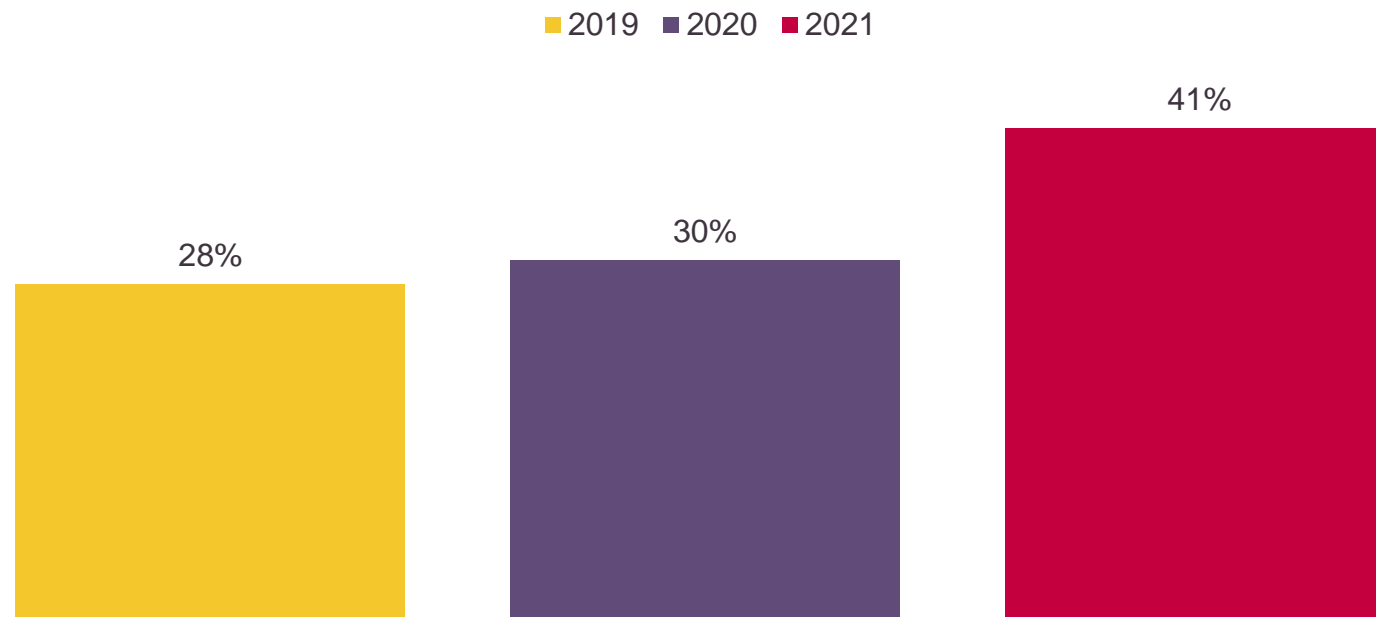
■ 2019　■ 2020　■ 2021

28%　　30%　　41%

TOP 50 SEARCH TERMS

Coke, beans and cream dominate top 50 search terms. Staple items – milk, water and bread – saw large increases in 2021 vs. 2020, whilst vegan was a new entrant into the top 50 in 2021. Foodservice operators are increasingly looking for plant-based alternatives to tap into the consumer trend for vegan eating.

Top 50 search terms 2020
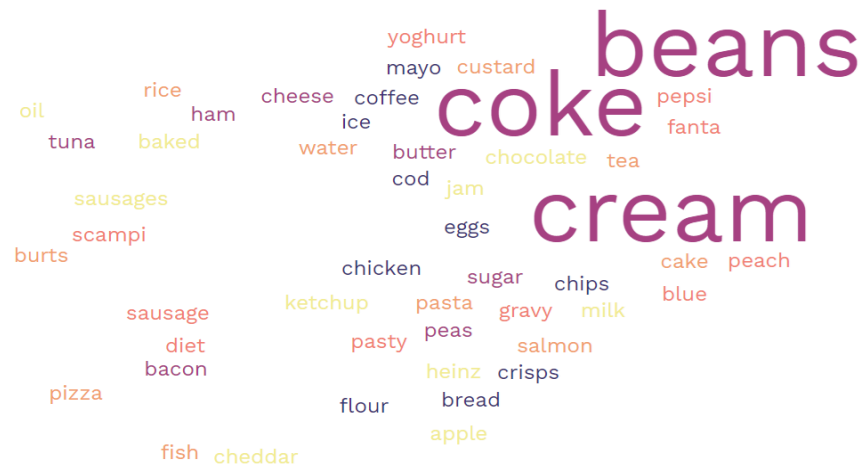
Top 50 search terms 2021
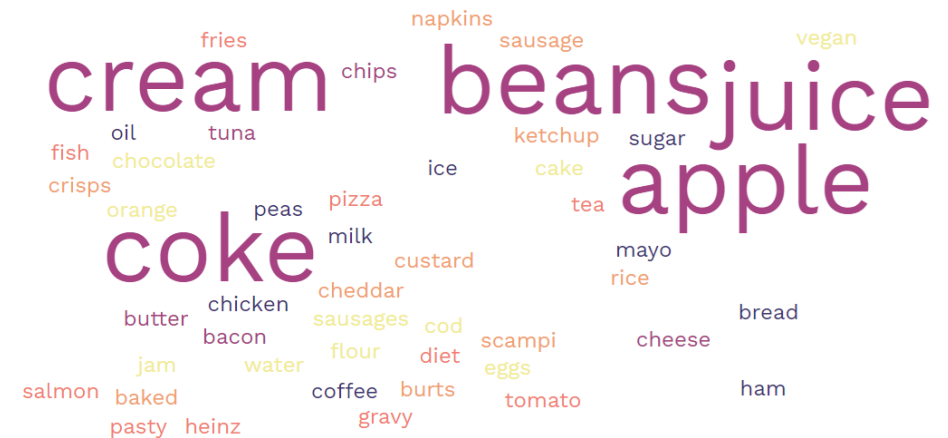
LARGEST INCREASES 2021 vs. 2020				
Milk	Water	Bread	Sausage	Oil
+14	+11	+9	+9	+8

NEW TOP 50 SEARCHES					
Vegan	Orange juice	Apple juice	Napkins	Tomato	Fries

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FOODSERVICE CURRENTLY MAKES LESS USE OF BARCODES

Overall, 61% of retail-focused wholesalers make use of barcodes compared to 41% of foodservice-focused wholesalers.
Some wholesalers are not set up to provide barcode scanning to their customers as they do not have data organised in such a way that enables ender users to use barcodes. Retail customers will also be more accustomed to using barcodes than foodservice operators in their everyday work. Wholesalers can increase awareness and engagement with this functionality by using mobile technology to send out messages to customers alerting them and using promotions to further draw attraction to using barcodes.

Proportion of searches which use barcodes, by device (Retail vs. Foodservice)
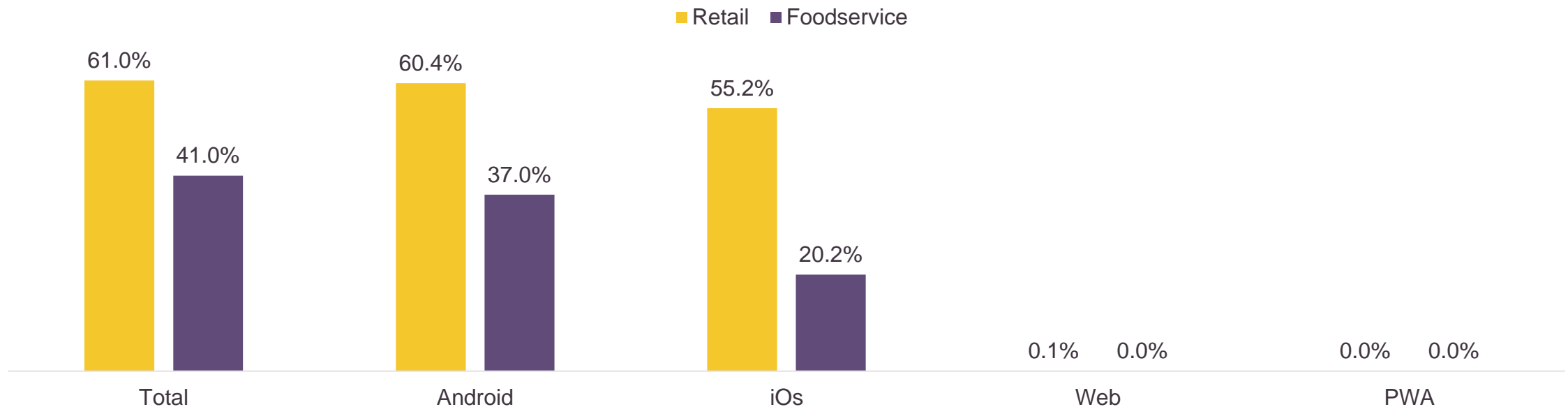
■ Retail ■ Foodservice

	Total	Android	iOs	Web	PWA
Retail	61.0%	60.4%	55.2%	0.1%	0.0%
Foodservice	41.0%	37.0%	20.2%	0.0%	0.0%

Source: Lumina Intelligence Wholesale Online (Foodservice) Report, February 2022

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