

# Wholesale Online (Foodservice) Report 2022

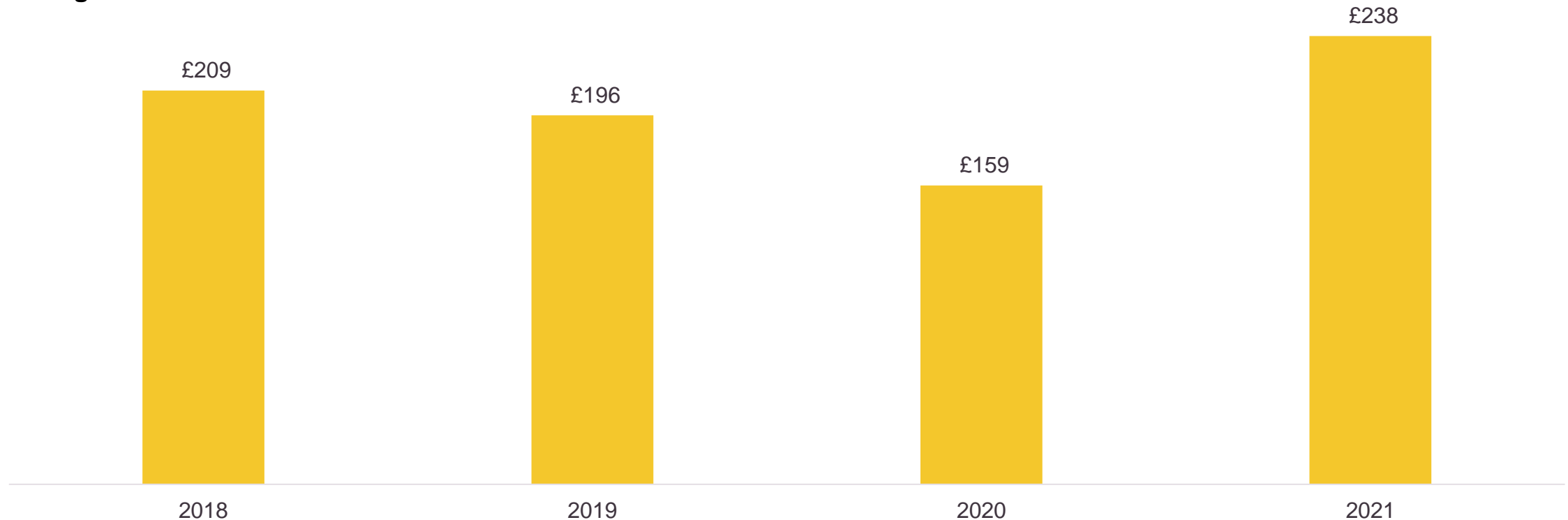
March 2022



# 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

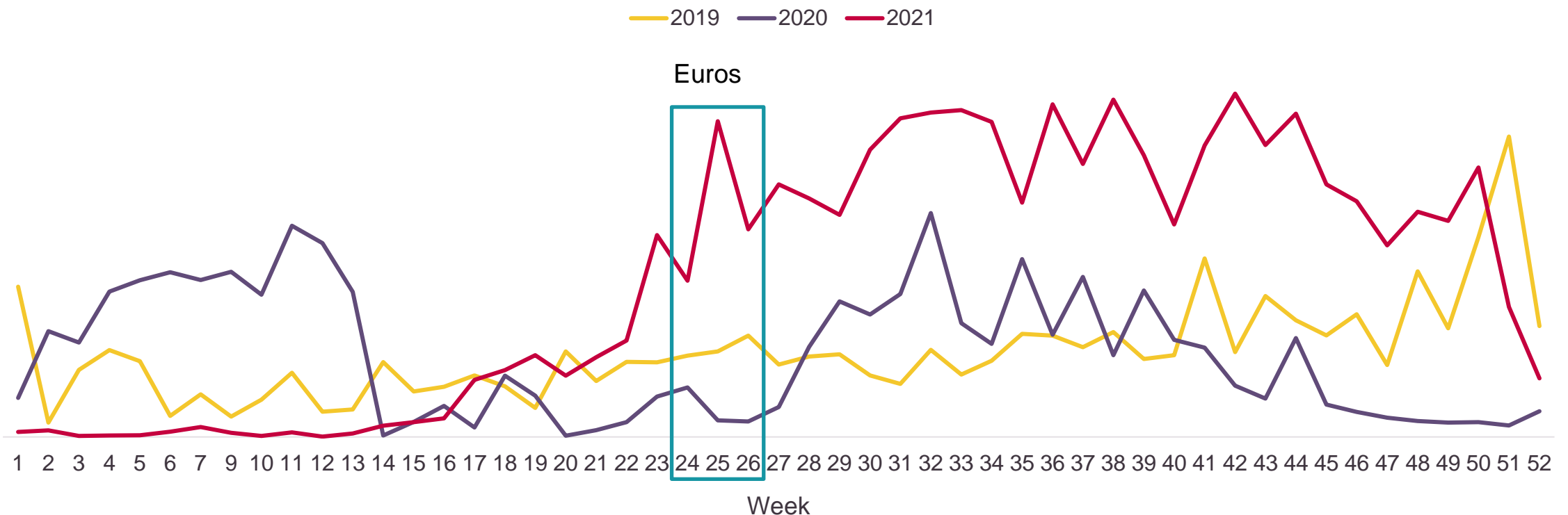


Source: Lumina Intelligence Wholesale Online (Foodservice Report), February 2022

# 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

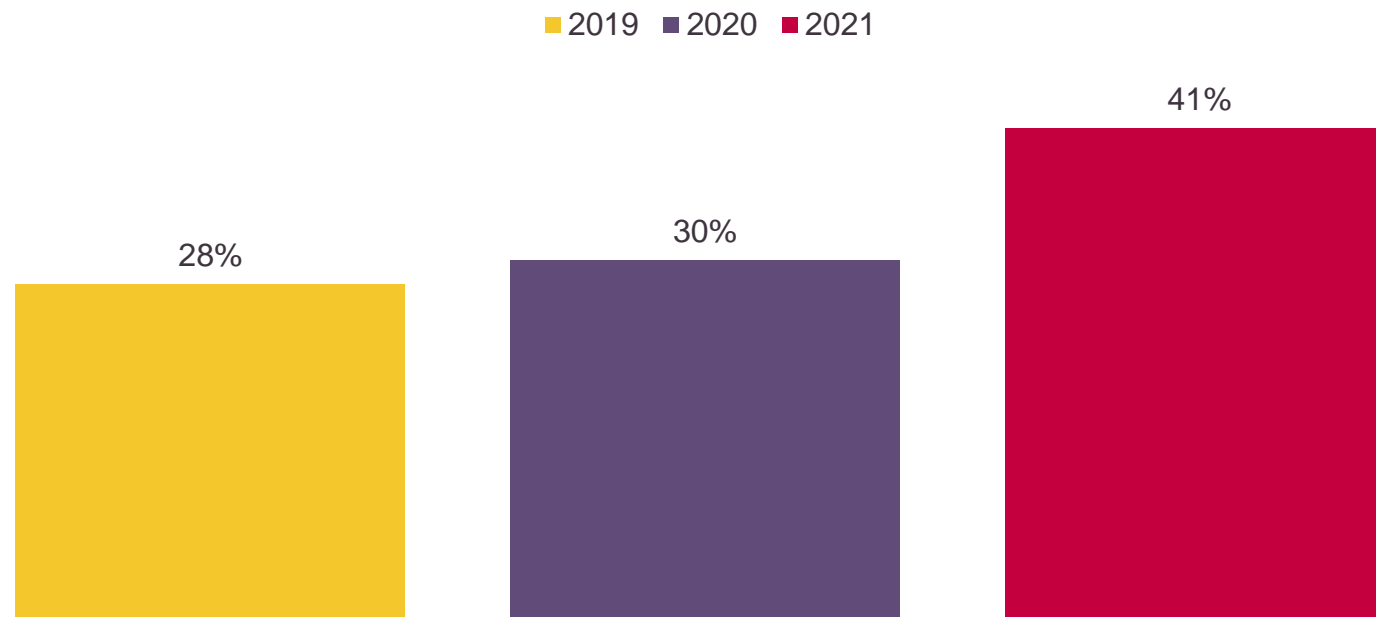


Source: Lumina Intelligence Wholesale Online (Foodservice Report), February 2022

# 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

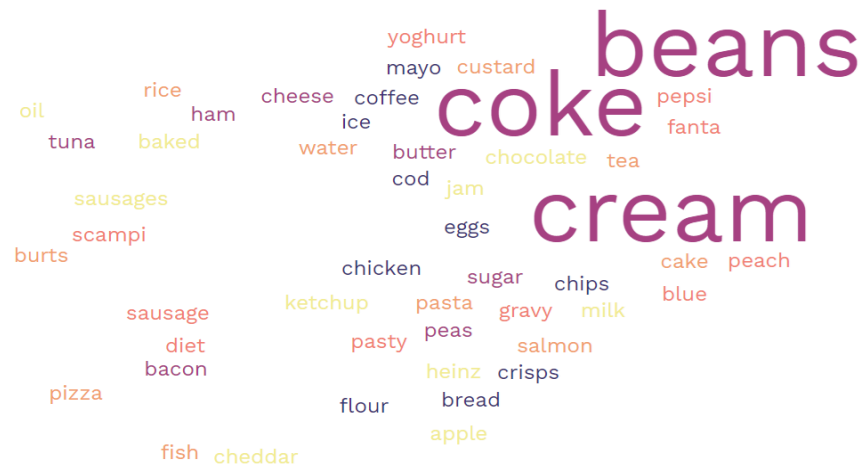


Source: Lumina Intelligence Wholesale Online (Foodservice Report), February 2022

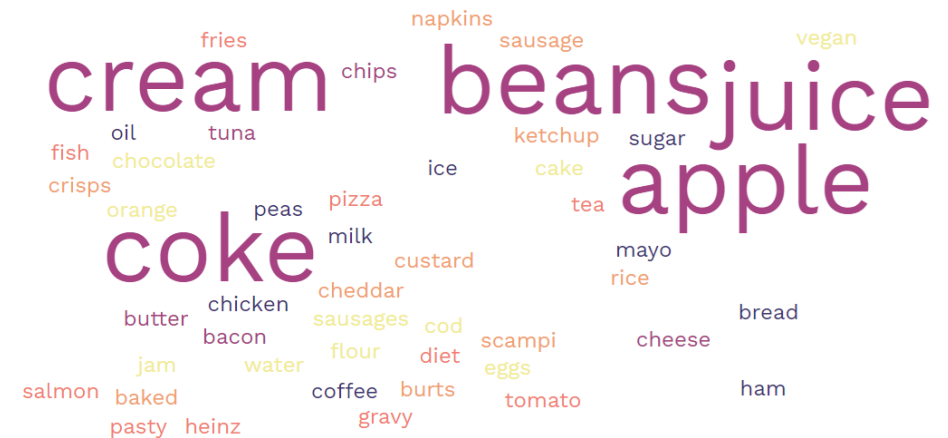
# TOP 50 SEARCH TERMS

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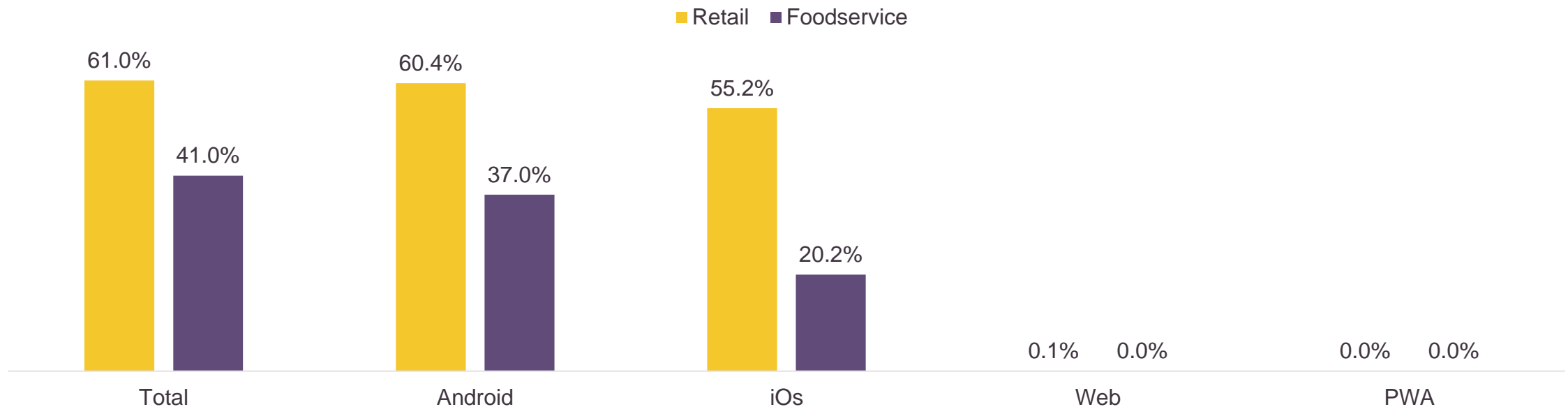
Source: Lumina Intelligence Wholesale Online (Foodservice) Report, February 2022

# 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)



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

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Executive summary

Path to purchase

Operator weekly average order size 2019-2021

Average basket value 2018-2021

Average orders per user, per month 2018-2021

Add to basket count, by week, 2021 vs 2020

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Top and lowest five hours of the day for order count, 2021

Share of operator orders between 6-10am 2019-2021

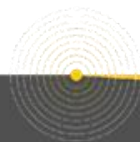
Add to basket count, by week, 2021 vs 2020

Add to basket count, by day of week

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Where digital advertising spend should be going on ad locations in apps and websites

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Media top tips for app activation

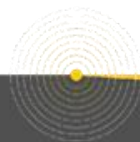
The effectiveness of top banner ads

Internal ads: three rules for best practice

Interstitial ads best practice

Three ways to leverage technology for promotions

Creating compelling push notifications

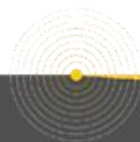


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- Best-in class standalone app: BB Foodservice
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- Best in class: sustainable wholesale
- Advantages of endless aisles
- Operator concern regarding new HFSS legislation



# Get in touch

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