

# UK Wholesale Online Report 2023

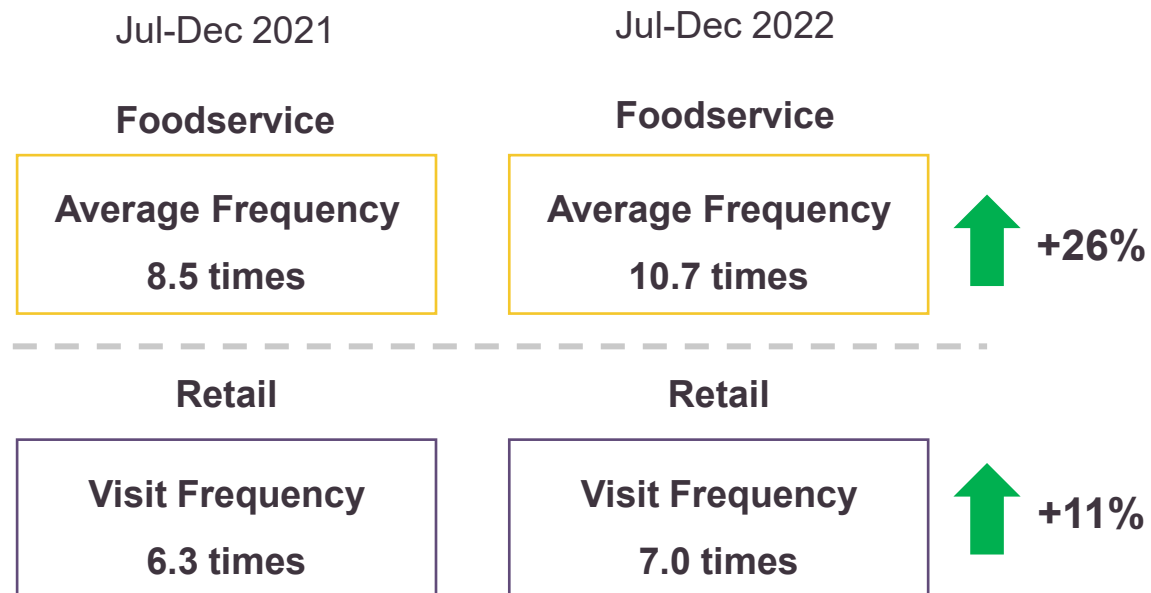
March 2023



# ONLINE ORDERING HAS INCREASED IN FREQUENCY

Frequency of online ordering has increased as operators and retailers become more accustomed to using the digital channel. The pandemic exacerbated the growth of online purchasing, with the cost of living crisis further exacerbating online behaviours to save time and costs.

## Average purchase frequency of users ordering online from wholesalers per month



Wholesaler platforms should be **optimised to aid** retailers and foodservice operators to **shop efficiently** and to clearly view the **best prices**.

Suppliers should work with wholesalers to ensure that **NPD and promotions** are **disrupting shopper digital journeys** with more opportunity in the digital channel.

# THERE IS A DIGITAL FOCUS TO SUPPORT CUSTOMERS (1 OF 2)

Wholesalers and suppliers across the market are launching e-commerce platforms and initiatives to support customers battling rising costs and other market challenges facing foodservice and retail.



**Arla Foods UK** launched a digital platform called **Arla Pro**, offering digital services to help foodservice customers manage operations including **recipe inspiration**, **ingredient information** and key **trending products**.



## SANDWICHES

The food-to-go market is worth an estimated £21.7bn, and sandwiches are the most popular product within the category, accounting for a 57% share of the market. Salads, in second place, make up only 10%. Coffee shops, cafés and sandwich retailers all increased their share of visits in 2019 before the COVID pandemic, boosted by growing appreciation for lower prices and value for money<sup>1,2</sup>

#1

food-to-go lunch item<sup>1</sup>

#1

out of home lunch dish<sup>2</sup>

#2

food-to-go snack item<sup>1</sup>

#1

out of home snack item<sup>2</sup>

#1

food-to-go breakfast item<sup>1</sup>

#1

out of home breakfast dish<sup>2</sup>



SCAN HERE

To download the LURPAK® Sandwich Guide  
Or visit [arlapro.co.uk](http://arlapro.co.uk)

## TRENDS INFORMATION



Sandwiches are upgrading, in the year to January 2019, the average price of sandwiches increased 2.6%, in fact they have been increasing for years<sup>3</sup>



The experience economy is booming, 2/3s of customers want hospitality venues to deliver 'an experience they can't replicate at home', so try offering big, colourful sandwiches with a 'wow' factor to ensure you stay ahead of the curve. These also create 'instagramable' moments, encouraging customers to share their experience online<sup>4</sup>

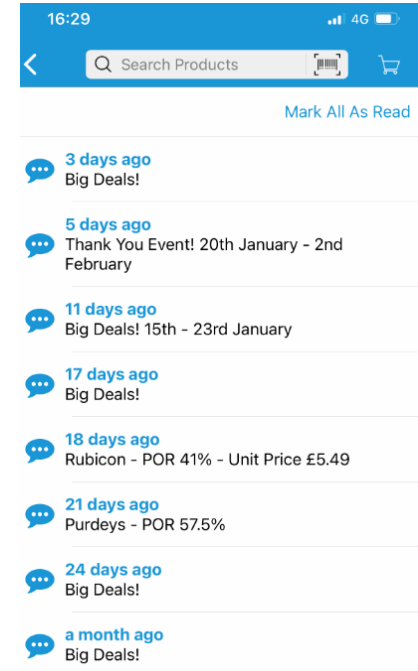
Sustainability, health and provenance are the three biggest food and drink trends of the last 5 years, and sandwich retailers have seen the largest increase in customer satisfaction for ethical practices. Farm-to-fork traceability/sustainability and natural products are increasingly important for consumers<sup>5</sup>



## Channel



Sources: <sup>1</sup> MCA HIM Food To Go Market Report 2019 <sup>2</sup> MCA UK Eating Out Market Report 2019 <sup>3</sup> MCA HIM UK Food to Go Market Report 2020 <sup>4</sup> KAM Media - The New Normal, The Post Corona Consumer - April 2020



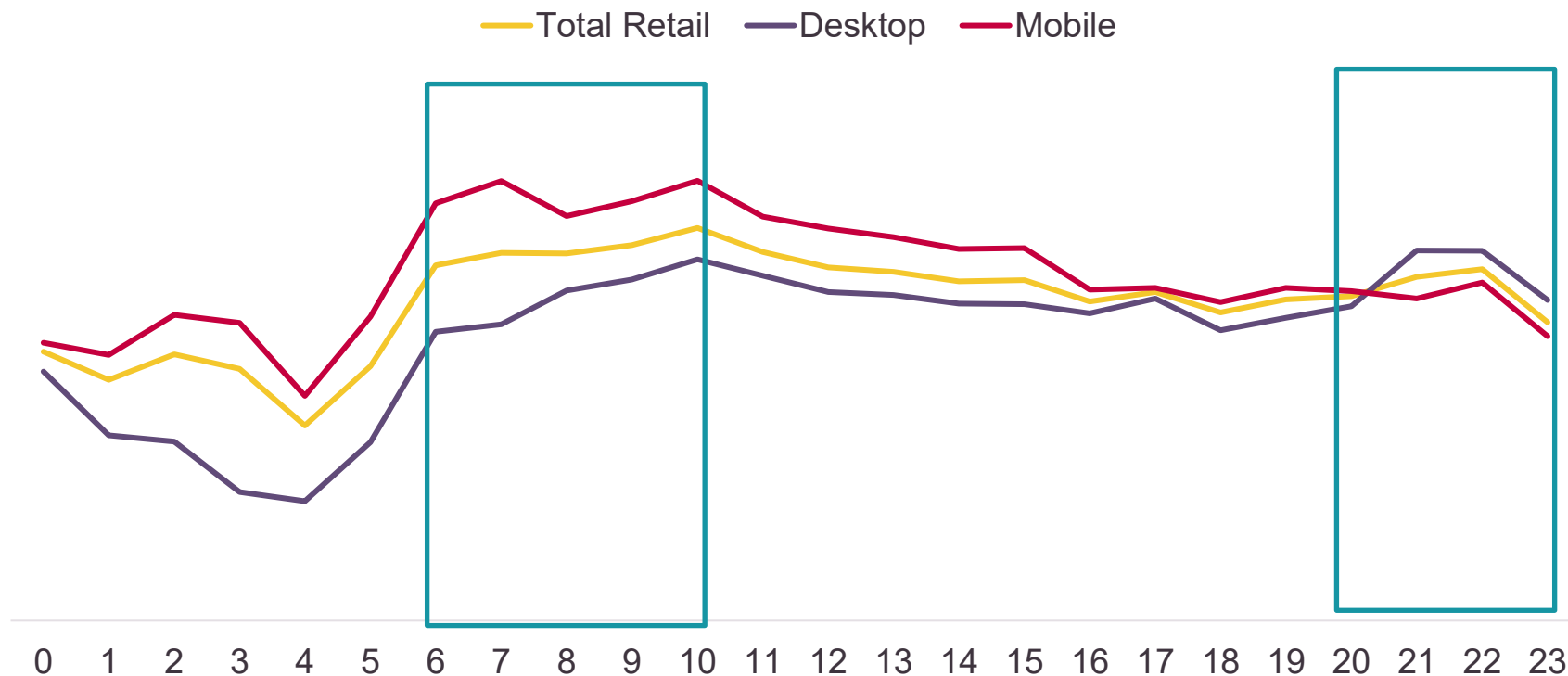
**Bestway's app** features notifications for special offers and promotions



# MOBILE ACTIVITY PEAKS IN THE MORNING

Retail conversion rate for mobile peaks in the morning, whereas the conversion rate for desktop peaks outside of trading hours.

## Retail: Add to Basket Rate, by hour of the day



Are media activations optimised to reach retailers throughout peak times of the day?

Source: Lumina Intelligence Wholesale Online Report, March 2023

# TARGETED ADVERTS CAN DISRUPT & BOOST ENGAGEMENT

Targeted adverts can allow wholesalers to use new features to extract the most from e-commerce platforms. They are a great way to present customers with adverts that reflect their particular ordering history, buying patterns and interests.

## Cut through Generic Noise

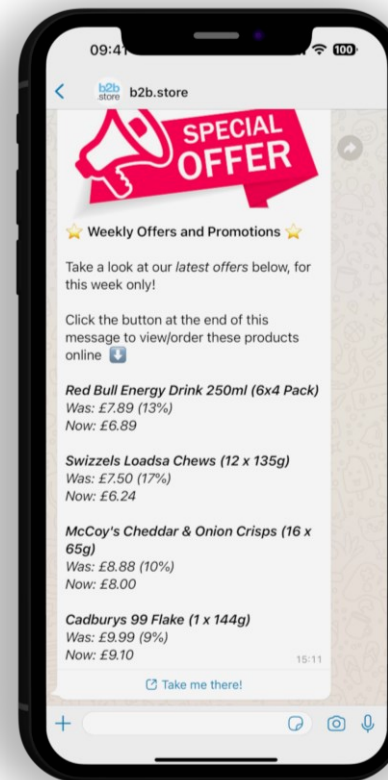
They can be a useful way to cut through the noise of generic digital adverts, serving personalised content that customers are more likely to see and engage with.

## Retargeting Campaigns

To remind customers of products they have already shown an interest in and creating multiple 'touch points' to tip customers into buying mode.

## Brand Awareness

Targeted adverts are used primarily to establish or increase brand awareness.

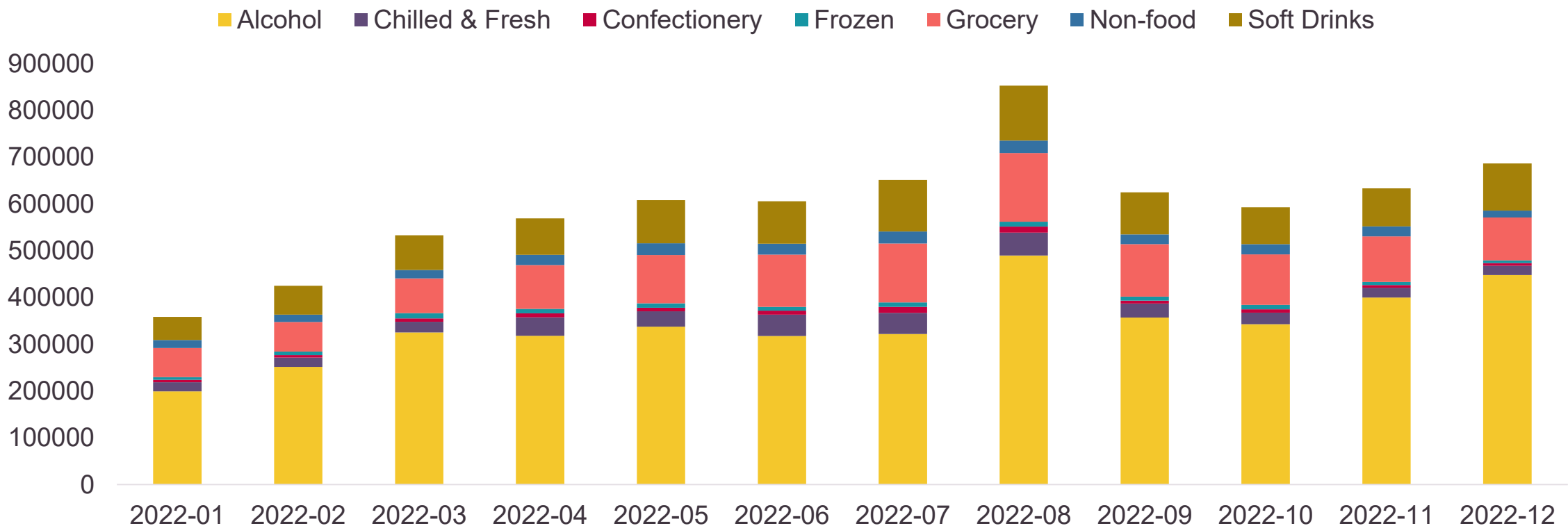


WhatsApp can be utilised to **deliver targeted adverts** to specific customers based on historic purchases.

# SEASONALITY REVEALS CATEGORY SPECIFIC OPPORTUNITIES

**Seasonality is key in the foodservice sector, revealed different opportunities for specific categories.** Encouragingly, app sales in core categories increased across 2022 highlighting that more volumes are going through mobile. A peak in August driven by alcohol highlights the importance for alcohol suppliers to be featured across apps.

## Foodservice: App category sales in 2022



Source: Lumina Intelligence Wholesale Online Report, March 2023

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The experts in  
market and  
consumer insight  
across the food,  
drink and nutrition  
markets

Deep actionable  
insights, powered  
by the world's best  
analytics  
technology

Every measure of  
consumer and  
shopper  
behaviour, from  
planning a shop to  
choosing where to  
eat or drink

Part of William  
Reed, providing  
inspiration, insight  
and connections to  
power the global  
food & drink  
industry

# Get in touch

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