

Lumina Intelligence

November 2024

Lumina Intelligence UK Wholesale Online Report 2024

Brochure



Executive Summary

The **Lumina Intelligence UK Wholesale Online Report 2024** is a deep dive into the latest data of the online channel across retail & foodservice wholesale, covering all aspects from how customers are ordering to significant new technology that is influencing the customer journey and purchasing decisions.

This report aims to help wholesalers and suppliers plan their e-commerce strategy, assess how key performance indicators for the channel have changed over time and identify the most effective touchpoints to engage with foodservice and retail customers across both web and app shopping journeys.



How to use this report



Wholesale online landscape	Path to purchase	Disrupting the journey	Boosting efficiencies	A moment with the experts	Future Outlook
<p>How are customers changing behaviour in the digital channel?</p> <p>How can wholesalers support and aid customers to add value, drive loyalty and support on costs?</p>	<p>How do retailers and operators prepare for shopping in the wholesale channel?</p> <p>Where are customers navigating to on wholesale websites?</p> <p>What is the purchase decision hierarchy when choosing items to buy?</p> <p>What drives impulse purchases in wholesale?</p>	<p>What functionalities and efficiencies can newer digital platforms deliver to boost customer satisfaction, engagement and sales?</p> <p>What are the opportunities for advertising and informing customers through the digital channel?</p>	<p>How can digital platforms be enhanced to offer a better and more cost-effective service to customers?</p> <p>What are the opportunities around digital advertising and how will supplier methods need to change as ecommerce platforms become more efficient?</p>	<p>What are the current and impactful trends in e-commerce?</p> <p>What are emerging solutions that will disrupt the sector in 2025?</p> <p>What can wholesalers learn about working with suppliers in e-commerce?</p>	<p>What are foodservice and retailer expectations for trading?</p> <p>What will be the key trends in wholesale ecommerce going forward?</p>

Sample Slides





Wholesalers' initiatives are focused on boosting operational efficiencies and adding value to customers

Key developments within the wholesale online market in 2024



Digital Transformation

Wholesalers have heavily invested in **revamping** their **websites and apps to optimise digital experience** and meet retailers' demands for a faster, more convenient ordering. Examples include JW Filshell, Hancocks, Parfetts, Regal and Woods Foodservice.



Loyalty Schemes

An interactive way to add value and boost loyalty of online users is through **e-loyalty schemes**. Wholesale buying groups such as Sugro and Confex have launched loyalty programmes to give wholesalers the opportunity to **reward** their **retailers** for purchasing through them.



Tailored Advice & Support

JJ Foodservice, Bidfood, Creed Foodservice and DCS Group have launched **dedicated microsites**, tailored menu inspiration, category advice and planograms to support their customers in navigating through the shifts in consumer behaviour and increased operational costs.



Cyber Security Protection

Wholesale buying groups such as Confex are rolling out **cyber security services** to make its members' operations more secure. Enhancing system security is crucial as the wholesale sector increasingly transitions online and adopts automation to address growing cyber threats.

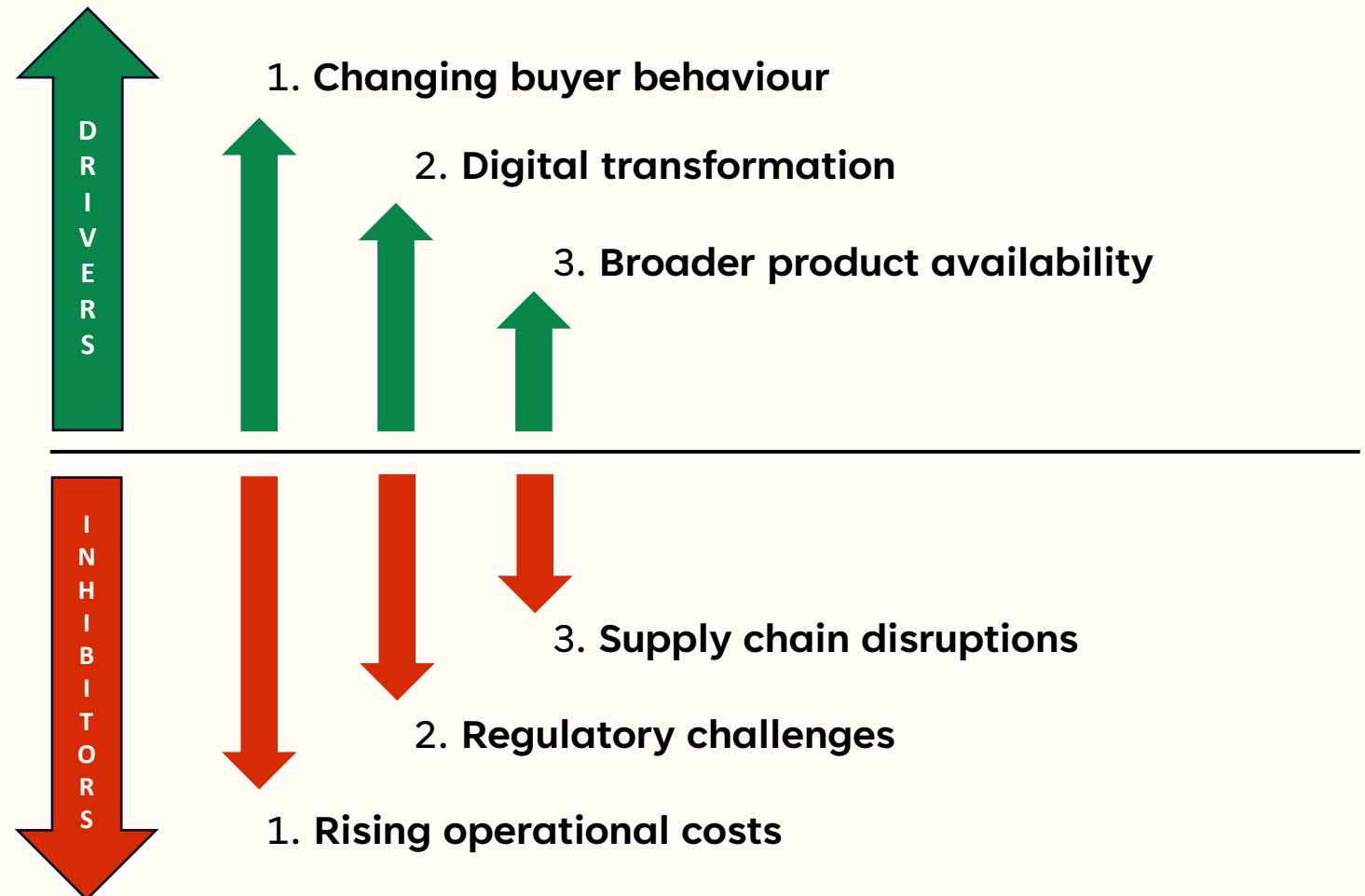
Source: Lumina Intelligence Wholesale Online Report, November 2024



Increased digital adoption and streamlined operations will drive growth in the market

The sector is expected to see investment in technology as more businesses embrace the efficiencies and convenience offered by online wholesale platforms.

Wholesale Online Market: Growth drivers & inhibitors



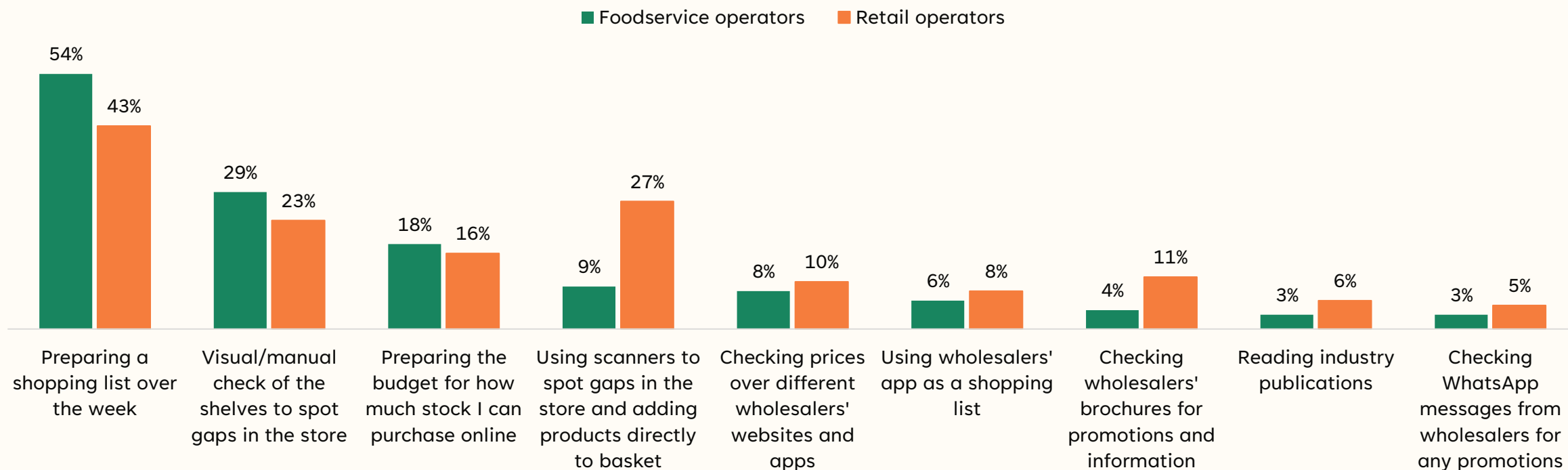
Source: Lumina Intelligence Wholesale Online Report, November 2024

*The size of the arrow represents the degree of impact, with larger arrows indicating a greater influence of each driver or inhibitor.

Online shop preparation is influenced by replenishment needs and checking of prices and promotions

Half of operators prepare shopping lists over the week. Special offers, enhancing brand visibility, targeted WhatsApp promotional messages can influence these lists.

Q. What is your usual preparation process before you shop online for your store?



Source: Lumina Intelligence Wholesale Online Survey, November 2024, n=250, 250

Opportunity to boost online sales and engagement through the utilisation of POR* messaging on digital ads



Bidfood

ADVERTISEMENT

Cadbury YOURS FOR 200 YEARS

DELIGHT YOUR CUSTOMERS WITH THE **NATION'S FAVOURITE* HOT CHOCOLATE**

AVAILABLE THROUGH YOUR VENDING ROUTE TO MARKET

#1 HOT CHOCOLATE IN THE UK*

OTHER PRODUCTS ALSO AVAILABLE

For recipe ideas and Cadbury vending opportunities, visit www.mondelez-foodservice.co.uk

28161 Cadbury Drinking Chocolate Add Milk 1 x 2kg
 33713 Cadbury Instant Hot Chocolate Stick Pack 50 x 28g
 28163 Cadbury Drinking Chocolate Instant 1 x 2kg

MONDELEZ FOODSERVICE
serving you the brands people love

*Nielsen, Total Coverage excl. discounters data to w/e 15.07.23

Bidfood

ADVERTISEMENT

THE UK'S NO.1 FLAVOURED SPARKLING WATER BRAND

only 15 calories

Rubicon Spring

04758 - 12 X 500ML BLACK CHERRY RASPBERRY 04762 - 12 X 500ML ORANGE MANGO
 04763 - 12 X 500ML STRAWBERRY KIWI 10938 - 12 X 500ML PINEAPPLE PASSION
 10340 - 12 X 500ML PINK GRAPEFRUIT BLOOD ORANGE

Creed Foodservice

müller The nations favourite yogurt*

MÜLLER LYOPE SINCE 1986

light
Vitality healthy balance
corner
Rice

*Kantar Total Market Brand Penetration 52 w.e. 19th February 2023 - for Corner only

Lumina Intelligence Comment

- Mondelez International, Rubicon and Müller are great examples of suppliers utilising **social proof messaging** on digital ads.
- Profit margin is the top decision factor, and it should be utilised more in foodservice by **dialling up POR in marketing communications** to drive more engagement.

Source: Lumina Intelligence Wholesale Online Report, Bidfood, Creed Foodservice, November 2024, *POR=Profit on Return

Best practices for digital advertising success



1. Customer Journey Optimisation

Have a clear path to purchase mapped out with as few clicks as possible and include an obvious and easy-to-understand call to action to increase the likelihood of engagement



2. Device & Content Optimisation

Understand the platform you are using and adapt image/copy to fit with different format (e.g. resize banner to be readable on app)



3. Visibility of Value

Clearly display the benefits and value of stocking up products and include POR so margins are visible to encourage more purchases



4. Personalisation

Personalise messages based on user data to ensure communications are tailored to what and when resonates best with the audience

XTRA PROFIT!
DRIVE MORE SALES WITH THE UK'S NO.1 RTD BRAND.
1 **CLICK TO BUY NOW**

Parfetta
+CAFFEINE
+TAURINE
+GUARANA

Source: *Waters P&T € Value to 30.06.24 & C&A P&T € Value to 30.02.23. Dr: drinkaware.co.uk

#1 FLAVOURED WATER BRAND*
STOCK UP NOW **1**

3 **POR**
40.90%

Volvic
TOUCH OF
STRAWBERRY

Bestway

*IRI Beverages data to w/e 18th June 2023

DRIVE ADDITIONAL SALES
WITH THE MARS WRIGLEY TREAT BAG RANGE

4

1 **STOCK UP NOW**

3 **FROM 19.6% POR**

S&W

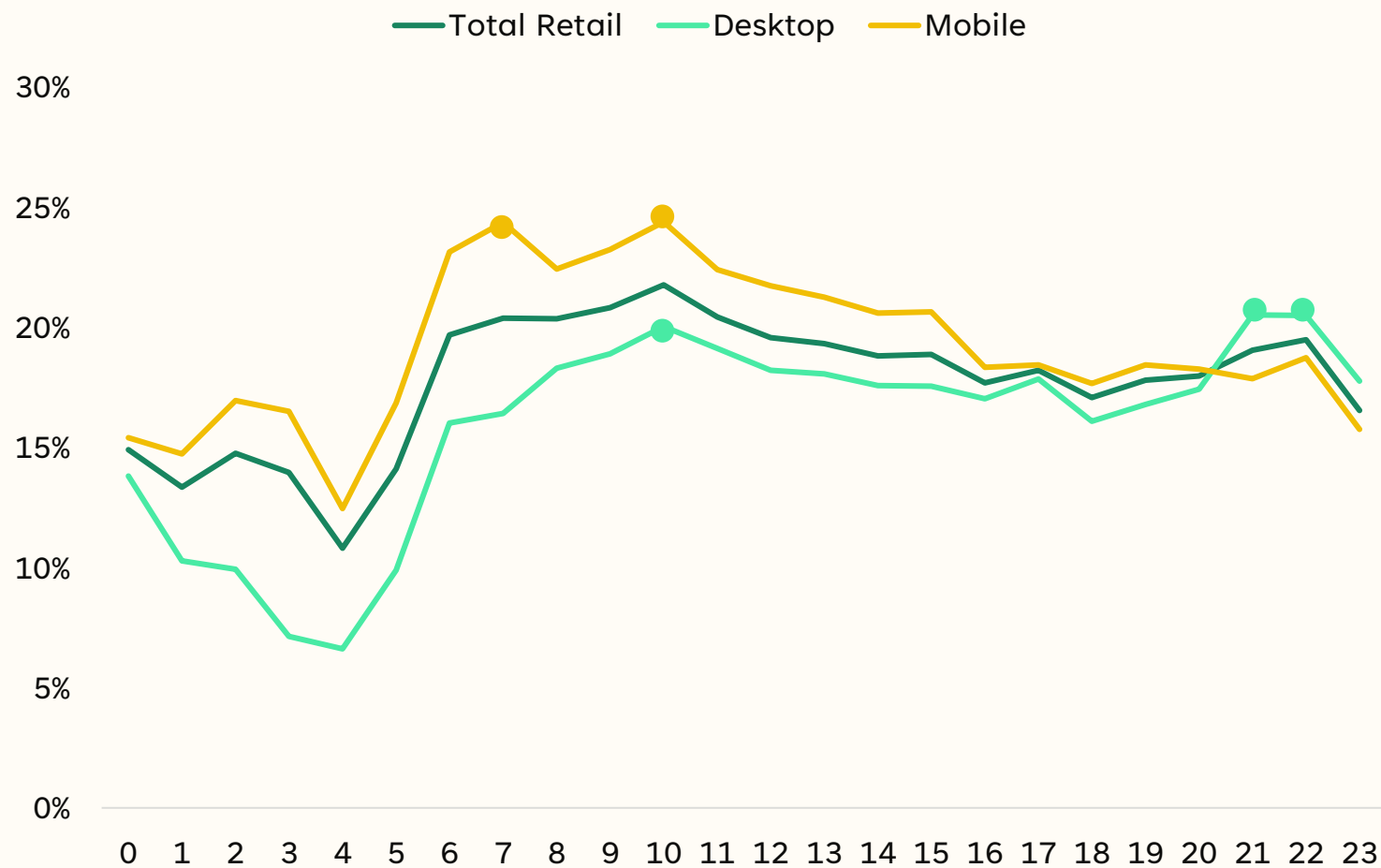
Source: Lumina Intelligence Wholesale Online Report, b2b.store, Parfetta, Bestway, S&W, November 2024



Calls to action will be most effective later in the day for desktop

Retail media campaigns are most effective for mobile users in the early morning and for desktop users between 9-10 PM. Automated marketing messages aligned with shopping patterns can drive timely engagement. Digital campaigns can be A/B tested in real-time to achieve better results and save money and time. This approach enables quick adjustments, focusing resources on high-performing campaigns while discontinuing those with low ROI.

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



Source: Lumina Intelligence Wholesale Online Report, b2b.store, January-June (2022-2024)

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Methodology

b2b.store

The main source of data in this report comes from utilising data from b2b.store.

Data is streamed from b2b.store’s online platforms across 15 UK wholesalers’ websites and apps that cater foodservice and retail operators.

2022-2024

Wholesale Index Solution

Lumina Intelligence’s Wholesale Index Solution looks to benchmark specific wholesale performances in the eyes of retail and foodservice customers on a variety of areas.

2020-2024

Bespoke Retailer Wholesale Study

Lumina Intelligence undertook a bespoke survey of 250 foodservice operators and 250 retailers to understand their attitudes and behaviours about and within the wholesale channel.

October 2024

Business Leaders: Top of Mind Questionnaire

Lumina Intelligence Top of Mind business leaders survey is an online questionnaire targeted at industry professionals across the eating out and grocery retail markets, focused on understanding the current trading environment, challenges and growth opportunities

August 2024

Report Details



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**To learn more about how Lumina Intelligence can support you,
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