

Lumina Intelligence

2025

Lumina Intelligence UK Wholesale Online Report

Brochure



About the report

The **Lumina Intelligence UK Wholesale Online Report 2025** provides the most up-to-date analysis of the online wholesale channel across retail and foodservice. It explores how operators are evolving their digital purchasing habits, the technologies reshaping ecommerce, and the strategies driving engagement, loyalty and efficiency.

This report can help **wholesalers, suppliers and tech partners** identify growth opportunities, benchmark performance, and optimise digital strategies to engage customers more effectively and drive long-term success in the eB2B channel.

With detailed data, case studies and expert commentary, the report equips businesses to build smarter, more resilient and customer-centric digital strategies for the years ahead.



How to use this report



Wholesale online landscape	Path to purchase	Disrupting the journey	Boosting efficiencies	A moment with the experts in AI	Future outlook
What is the current state of online purchasing in wholesale?	What drives operators' online shopping behaviour, and how can suppliers influence it earlier in the journey?	How can wholesalers disrupt habitual online shopping behaviours to drive impulse purchases and larger baskets?	How can wholesalers reduce friction in the digital shopping journey to improve conversion rates?	What is the current landscape of AI in wholesale?	How will demographic and behavioural shifts influence the future of wholesale ecommerce?
How are wholesalers responding to market changes?				What role does AI play in e-commerce operations?	
What are the shopping behaviours and missions of retailers and foodservice operators?	How can wholesalers optimise the ecommerce experience across different devices and customer segments?	When and how do operators engage with ecommerce platforms, and how can timing and device usage be leveraged?	What tools and services can wholesalers implement to improve operational efficiency and reduce post-order corrections?	What kind of data is required to leverage AI effectively?	What role will AI and digital innovation play in transforming wholesale operations and customer engagement?
What are the key motivations for choosing online vs. cash & carry?	How can data from shopper engagement be used to improve conversion and retention?	What communication channels and campaign formats are most effective for engaging wholesale customers?	How can wholesalers tailor ecommerce experiences to different customer types (retail vs. foodservice) to boost engagement and loyalty?	What are the future trends of AI in wholesale and what should wholesalers and suppliers do to remain competitive?	What external pressures and policy changes will impact wholesale strategy and profitability?
How are wholesalers helping retailers and foodservice operators grow?					

Source: Lumina Intelligence, Wholesale Online Report, October 2025

Sample Slides

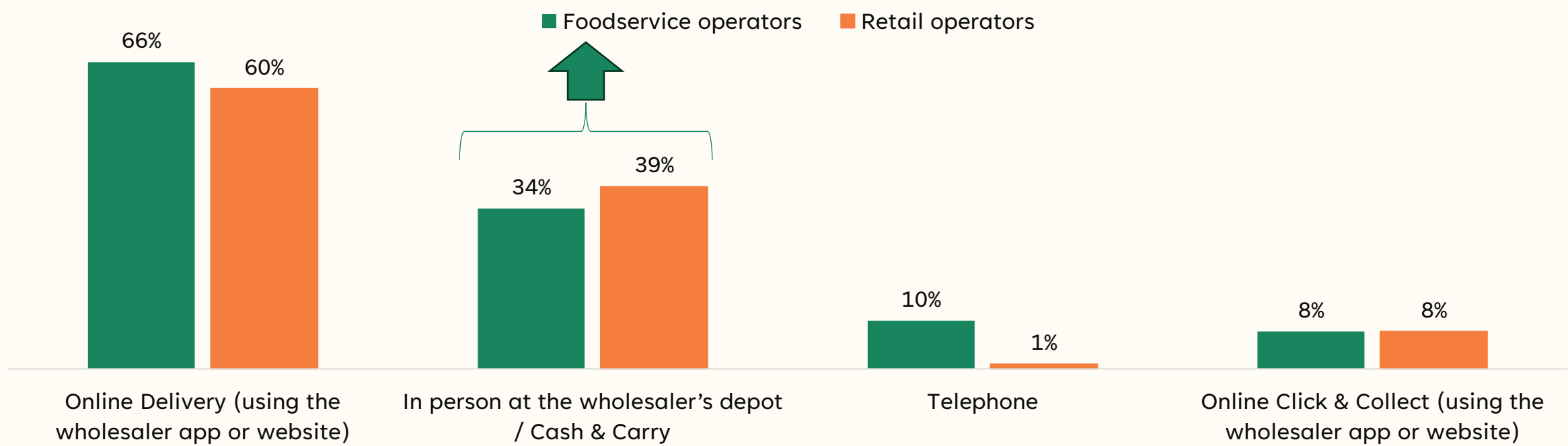


Online purchasing is the main route to market



Online remains the primary channel, with Delivery and Click & Collect accounting for three-quarters of wholesale purchases. Wholesalers and suppliers should focus on eB2B growth while maintaining visibility across both online and depot channels.

Q. How do you typically purchase products for your store?



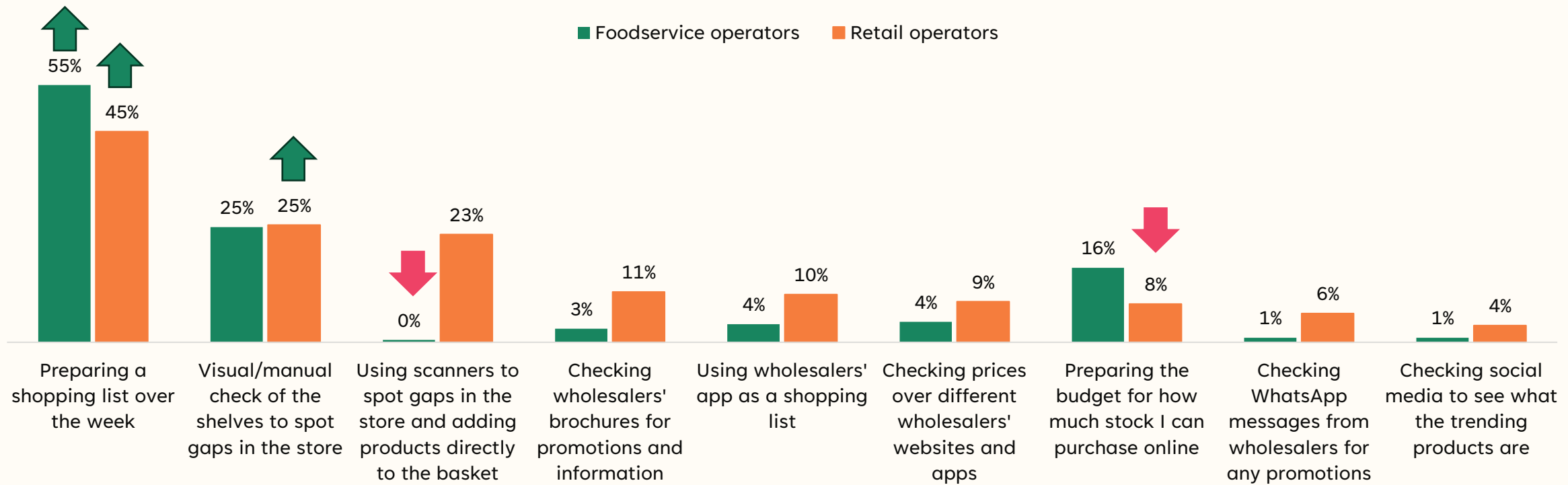
Source: Lumina Intelligence Wholesale Online Survey, August 2025, n=600 (300 Retail, 300 Foodservice)

Online shop preparation is influenced by replenishment needs



Replenishment is the main driver of online shopping, with many operators planning lists or checking shelves for gaps. This stage can be disrupted through timely promotions, flash deals, and smart product suggestions based on past purchases.

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



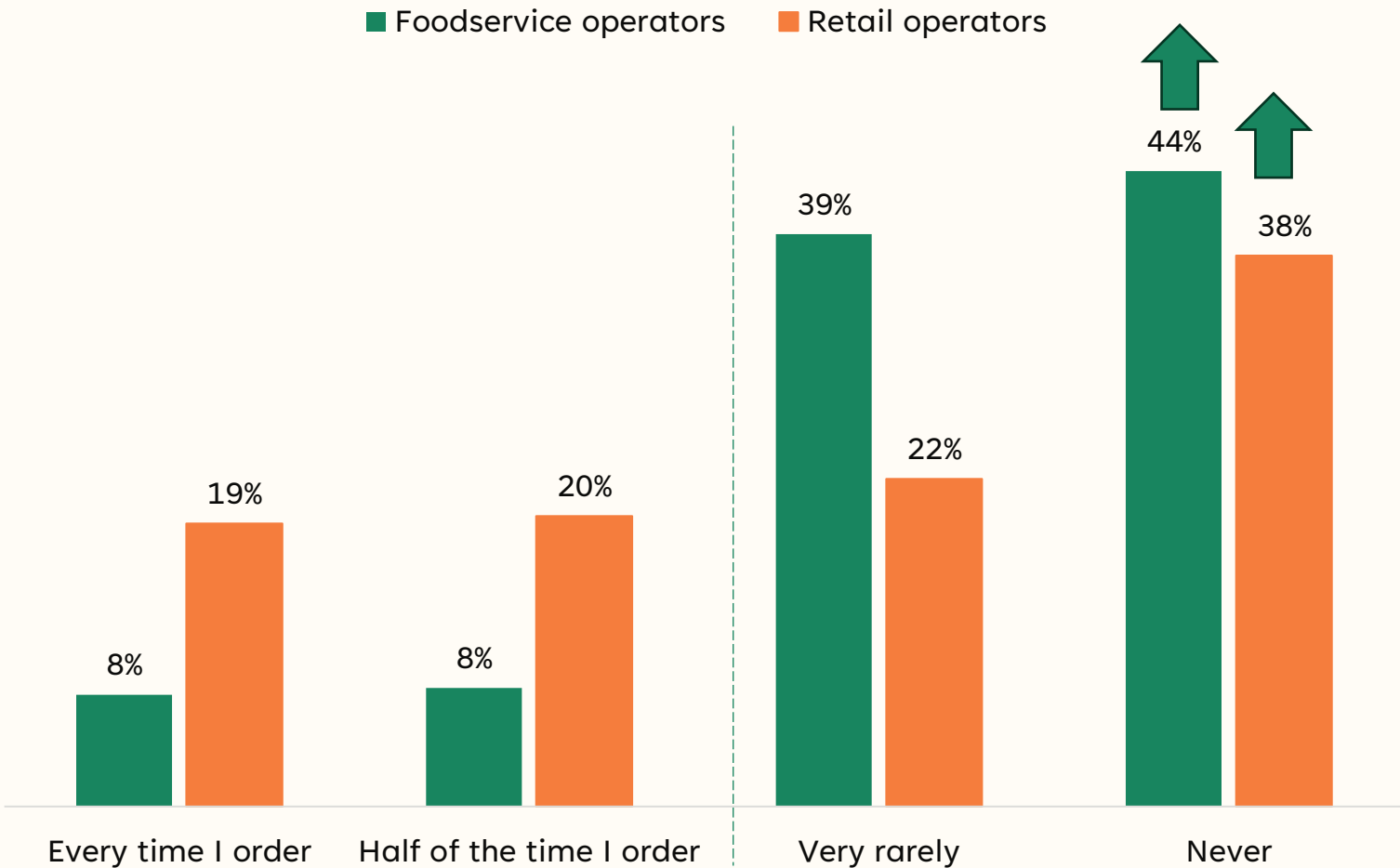
Source: Lumina Intelligence Wholesale Online Survey, August 2025, n=600 (300 Foodservice, 300 Retail), arrows indicate biggest ppts change vs last year

Planned purchases are on the rise, but impulse remains important to retailers

Lumina Intelligence Comment

- To support planned purchases, wholesalers should offer tools like **reorder suggestions and forecasting prompts**.
- For impulse buying, suppliers should use **messaging that create urgency and excitement**, using banners on high-traffic pages like the homepage and generic product page. **Time-sensitive promotions, social proof, and suggestions for complementary products**, will encourage spontaneous buying.

Q. How often do you order products online that you did not plan to buy?



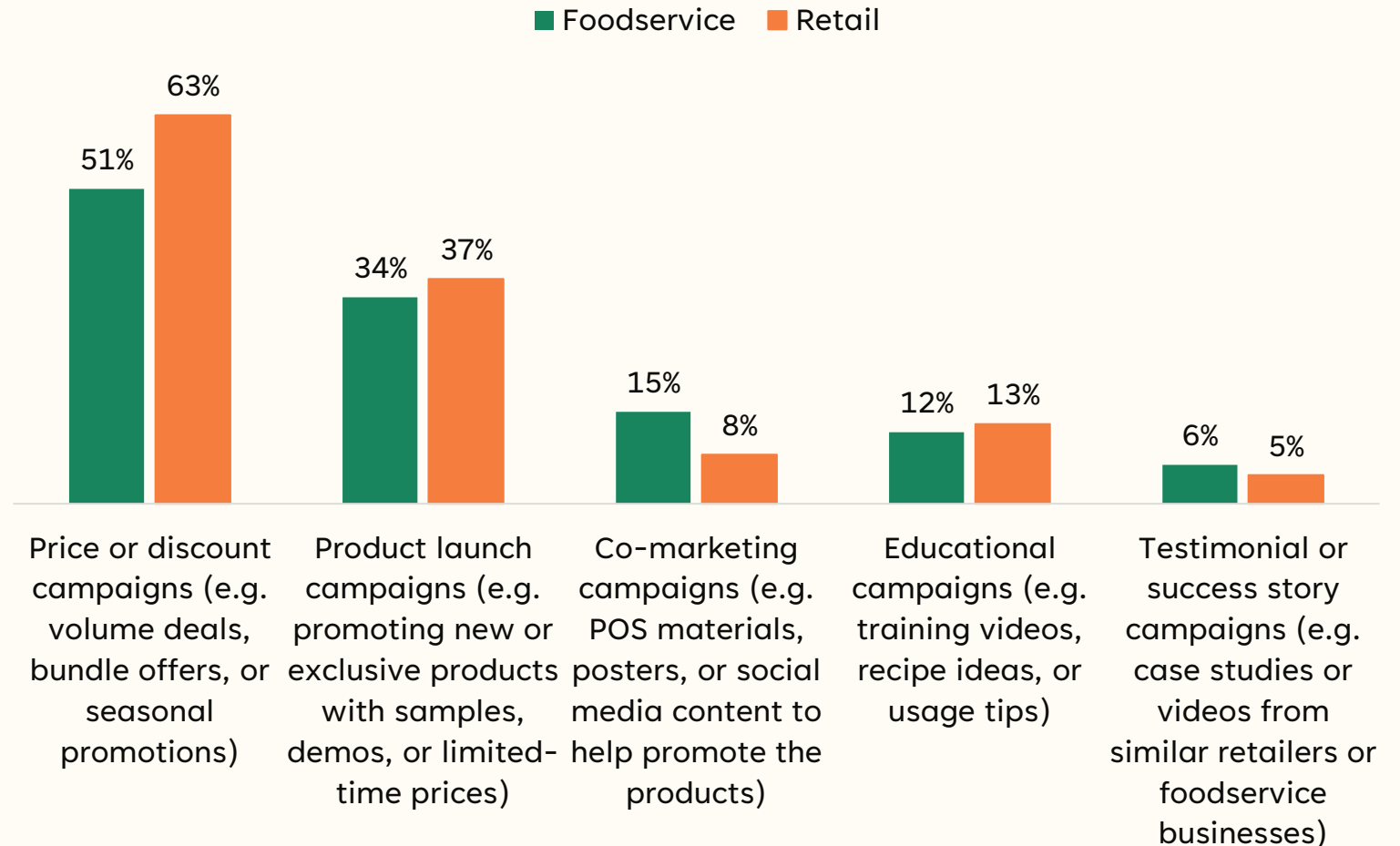
Source: Lumina Intelligence Wholesale Online Survey, August 2025, n=600 (300 Foodservice, 300 Retail)

Campaigns with financial incentives are the most compelling

Lumina Intelligence Comment

- Focus on **messaging around financial incentives like volume deals and seasonal promotions**, which are compelling across the board, but especially in Retail
- **Highlight new or exclusive product promotions** to catch retailers and foodservice attention
- Foodservice show a slightly broader interest for co-marketing campaigns. Provide added support for **customer-facing promotions**.

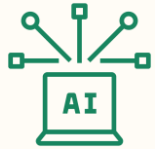
Q. Which types of promotional campaigns are most effective for your business?



Source: Lumina Intelligence Wholesale Online Survey, August 2025, n=600 (300 Foodservice, 300 Retail)

A moment with the industry experts in AI

Lumina Intelligence is introducing a new section this year focusing on AI in Wholesale; exclusive interviews with industry experts in AI and the wholesale sector in the UK. People have been selected for their expertise in the sector:



AI-powered B2B commerce to wholesalers and brands



AI-powered ecommerce and order management for wholesalers and foodservice



Creative intelligence and ecommerce optimisation through predictive attention analytics

Source: Lumina Intelligence, Wholesale Online Report, October 2025

b2b.store



Dragonfly AI



ORDERLION

Extended Table of Contents



Wholesale online landscape

Market overview and online share of wholesale

Macroeconomic pressures influencing spend and confidence

Channel mix: online, delivery, click & collect, and depot dynamics

Shopper missions and evolving purchase behaviours

Efficiency, convenience, and cost-saving as key online drivers

Wholesale online landscape

Category focus: bulk, fresh and restocking priorities

Digital transformation and platform innovation across wholesalers

Loyalty, personalisation and customer experience enhancements

Future growth drivers and inhibitors shaping the market

Path to purchase

Shopper preparation and decision-making journey

Influencing planned and impulse purchases through promotions

Profitability, visibility and brand performance as key purchase drivers

Retail vs foodservice path to purchase: differing priorities and missions

Webpage optimisation for product discovery

Path to purchase

Segmenting the ecommerce experience by customer type

Enhancing conversion through personalised search and recommendations

Cross-device continuity to ensure seamless shopping journeys

Mobile-first optimisation to boost engagement and order value

Targeting and retargeting for higher conversion impact

Extended Table of Contents



Disrupting online journey

Device usage trends and mobile-led growth opportunities

Retail vs foodservice: contrasting shopping patterns and timing

Optimising engagement by day and hour across devices

Mobile-first design and cross-device continuity to drive conversion

WhatsApp Business API and direct messaging

Disrupting online journey

Promotions and new listings as key disruptors of the shopper journey

Financial incentives, POR messaging and clear value communication

Category- and mission-based promotional targeting

Channel preferences: email, WhatsApp and printed brochure integration

Boosting Efficiencies

Search performance and product discovery enhancements

Streamlined navigation, checkout and order processes to drive conversion

Branded content, microsites and personalised experiences

Real-time support, loyalty schemes and proactive communication

Digital tools and automation to minimise order errors

Future of Wholesale Online

AI transforming wholesale: automation, personalisation and multi-channel ordering

Demographic, economic and policy shifts shaping future wholesale strategies

Growth of social and quick commerce redefining customer engagement and delivery models

Health, sustainability and conscious consumerism driving long-term category evolution

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.

January – June, 2024-2025

Retailer Attitudes & Behaviours

Lumina Intelligence's Retailer Attitudes & Behaviours study is based on 400 telephone interviews to symbols and independent retailers over the months of May and June 2025. The aim is to understand retailer's shopping journey and attitudes.

2024-2025

Bespoke Wholesale Study

Lumina Intelligence undertook a bespoke survey of 300 foodservice operators and 300 retailers to understand their attitudes and behaviours about and within the wholesale channel. This was compared to last years data of 250 retails and 250 foodservice operators. This year we included all buyers, not solely those who bought online in the last year.

August, 2024-2025

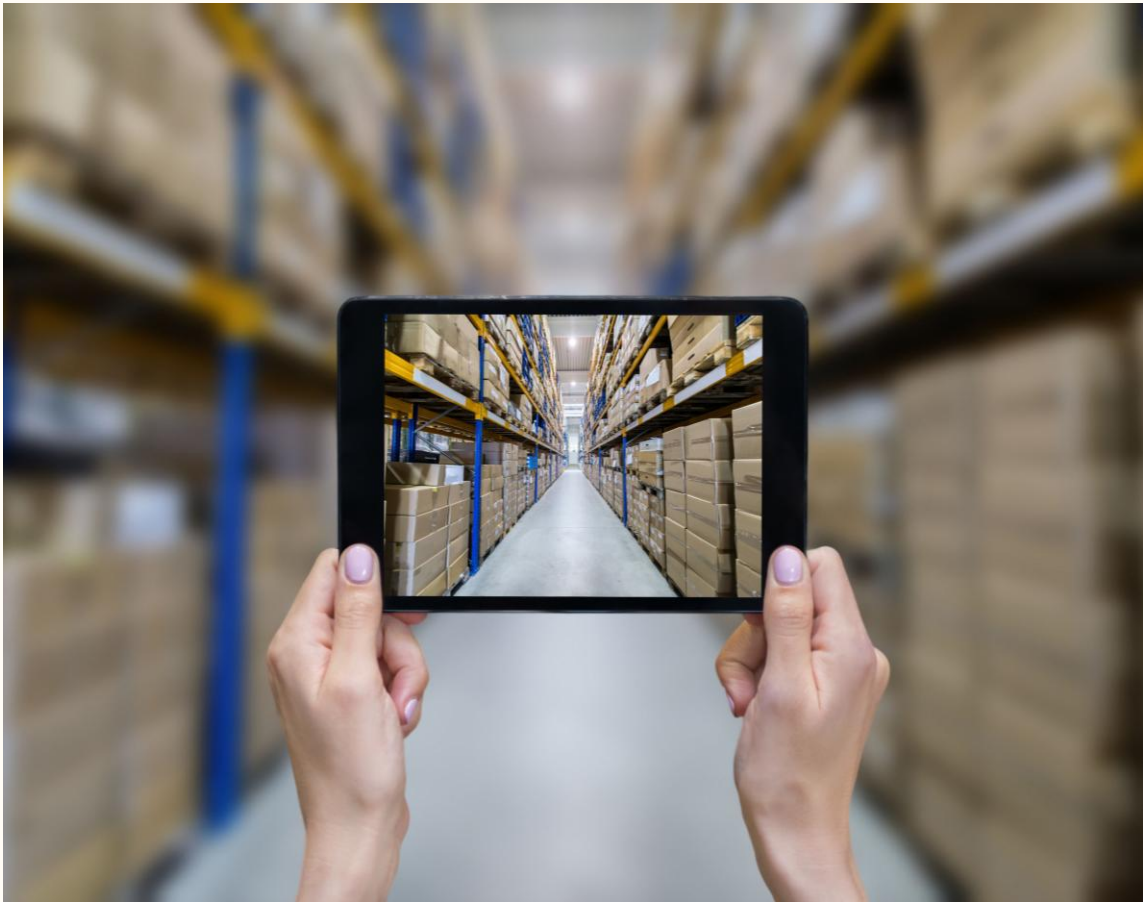
A moment with the experts: AI interviews

Lumina Intelligence and The Grocer conducted four joint video interviews with leading figures in the AI industry to demystify the role of artificial intelligence in wholesale and B2B, showcasing its practical applications and strategic value for wholesalers and suppliers.

September – October 2025

Source: Lumina Intelligence, October 2025

Report Details



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Access

Corporate Access

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