**A close up of a logo

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**eCommerce Takes Centre Stage for Wholesalers: Insights from the Lumina Intelligence 2024 UK Wholesale Online Report**

Lumina Intelligence has launched its [UK Wholesale Online Report 2024](https://store.lumina-intelligence.com/product/wholesale-online-report-2024/), providing unparalleled insights into the evolving wholesale eCommerce landscape through a unique collaboration with [b2bStore](https://www.b2b.store/). This comprehensive report empowers wholesalers and suppliers to navigate economic pressures, leverage digital tools, and meet the changing demands of foodservice and retail operators.

The report highlights how eCommerce has become a central channel for wholesalers, with a significant portion of foodservice and retail operators now shopping exclusively online. To adapt, wholesalers must prioritise eB2B strategies that deliver seamless digital experiences and ensure product visibility. Economic pressures continue to challenge spending growth in the sector. However, targeted offers, loyalty programmes, and operational efficiencies are being used to drive more frequent purchasing and boost customer retention. The report showcases how leading wholesalers, such as Hancocks and Parfetts, have modernised their platforms to enhance user experiences, while initiatives like Mason Foodservice’s adoption of advanced logistics software have reduced costs and improved customer satisfaction.

For suppliers, the report emphasises the importance of digital engagement, noting that online order frequency is increasing. Suppliers can take advantage of this trend by implementing clear and targeted promotions on digital platforms, including personalised ads and push notifications, to capture operator attention. Branded searches dominate the retail segment, while foodservice operators face higher search failure rates, underscoring the need for suppliers to provide comprehensive product data and align their marketing with trending search terms, such as sustainability-focused keywords. Retailers are also more likely than foodservice operators to make impulsive purchases, presenting opportunities for suppliers to maximise conversions through compelling promotional offers, digital banners, and strategic new product placements.

The report identifies several key opportunities for the future, including the expansion of digital loyalty initiatives, such as Sugro UK’s e-loyalty scheme collaboration with b2bStore, which rewards digital purchasing behaviours to drive customer traffic and sales. Mobile commerce continues to see strong growth, making app optimisation and mobile-specific strategies critical for wholesalers and suppliers alike. Additionally, there is increasing demand for sustainable products, including compostable packaging, presenting suppliers with opportunities to lead in the eco-conscious market.

The [UK Wholesale Online Report 2024](https://store.lumina-intelligence.com/product/wholesale-online-report-2024/) also includes detailed case studies, key economic indicators, and expert commentary on the future of the sector. As businesses adapt to a rapidly evolving market, this report serves as an essential guide for crafting winning digital strategies.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets. <https://www.lumina-intelligence.com/>