**CONTACT INFORMATION:**

**Lumina Intelligence**

**Monica Rico**

**07423555808**

**monica.ricocastrillo@lumina-intelligence.com**

**2 May 2024**

**Shoppers Prioritise Convenience: Lumina Intelligence's Latest Data Reveals Shift Towards Smaller, More Frequent Shops**

Latest findings from [Lumina Intelligence’s Convenience Tracking Programme](https://www.lumina-intelligence.com/product/convenience-tracking-programme/) highlight significant trends in consumer behaviour within the convenience retail sector.

The data reveals a clear trend towards smaller and more frequent shopping trips, with a notable increase in penetration (+1.2%) and frequency (+4.9%) year-on-year. This shift comes as consumer confidence improves and inflation rates stabilise, reflecting evolving consumer preferences and priorities.

One of the key observations is the decline in spend and basket size, indicating a preference for quick, focused purchases tailored to immediate needs. This trend underscores the growing importance of convenience and efficiency in the shopping experience, with shoppers prioritizing imminent missions.

The food to go mission has emerged as a significant driver of growth, with a notable increase of +1.3 percentage points in mission share year-on-year. Hot drinks purchases within the food to go category have notably contributed to this rise, gaining +0.6 percentage points share.

Retailers, including industry giants like BP, have responded to these shifting dynamics by heavily investing in self-serve formats and expanding their range of drinks and food items. These strategic initiatives aim to enhance footfall and better align with evolving consumer needs and preferences.

An interesting trend highlighted in the data is the increasing popularity of Price-Marked Packs (PMPs) among shoppers.

"There has been a notable uptick year-on-year in purchases of bakery and frozen foods in PMPs, driving PMP increases at a total market level,” says Senior Insight Manager Maria Georgiou, at Lumina Intelligence. "PMPs are increasingly recognised as an effective way to deliver value for money and cater to consumers' desire for affordable treats."

**ENDS**

**Methodology**

The [Lumina Intelligence Convenience Tracking Programme](https://www.lumina-intelligence.com/product/convenience-tracking-programme/) covers 50,000 online surveys a year across a nationally representative sample of shoppers in convenience. It covers the total convenience market including symbols, independents and managed convenience helping category, insight and sales teams have a consistent, in-depth understanding of the shopper.

**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.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

We are the experts in market and consumer insight across the food & drink and nutrition markets.

<https://www.lumina-intelligence.com/>