**A close up of a logo

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**Convenience food-to-go demand drives market growth of +5.0% to £47.4 billion**

Data within the recently launched [Convenience Market Report 2024](https://store.lumina-intelligence.com/product/cwmr2024/) by Lumina Intelligence showcases notable growth in the convenience market, reaching £47.4 billion in 2023, reflecting a +5.0% increase. This growth is attributed to the rising demand for convenience food-to-go, despite challenges including weak household spending power and an unusually cold summer which tempered potential gains.

The convenience market is projected to continue its upward trajectory with a forecast growth rate of +4.2% in 2024. This sustained growth is expected to be driven by increased consumer confidence and improved household spending power. Key factors contributing to growth include enhanced store offerings and expanded meal deals, hot counters, and strategic brand partnerships.

Overall, the convenience market is predicted to achieve a compound annual growth rate (CAGR) of +3.4% from 2024 to 2027. Enhanced economic indicators, including rising average earnings, are expected to underpin a more stable market growth rate from 2025 onwards.

This robust performance underscores the critical role of convenience food-to-go in driving market expansion. Retailers are increasingly focusing on store and product range enhancements to cater to evolving consumer preferences.

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The [Lumina Intelligence Convenience Market Report 2024](https://store.lumina-intelligence.com/product/cwmr2024/) is the definitive report on the UK convenience sector. The report gives a comprehensive overview of the market, competitive landscape, shopper metrics and future forecasts. This report also features a section focused on the wholesale channel including bespoke research with over 400 retailers on their attitudes and behaviours in the wholesale channel for readers to understand the full scope of the market.

**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/>