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**Leading Retailers Drive Convenience Market Growth through Strategic Expansion and Tech Innovation**

Data recently published in the latest Lumina Intelligence [Convenience Market Report 2024](https://store.lumina-intelligence.com/product/cwmr2024/) reveals significant growth in the convenience market, driven by strategic expansion, acquisitions, and tech-led innovation.

Strategic expansion and acquisition fuel growth, with leading convenience fascias expanding their estates through targeted acquisitions, positioning themselves for continued growth. The top 10 convenience fascias are forecasted to achieve a combined average growth of +5.8% in 2024. Notably, Asda Express is expected to lead this growth with an impressive +41.7% increase in outlets, fuelled by site conversions from recent Co-op and EG Group acquisitions. Nisa follows with +17.7% growth, driven by targeted forecourt store recruitment.

To meet diverse shopper needs and enhance commercial viability, retailers such as Bestway are adopting hybrid store models. These models blend convenience with destination categories, including premium off-licenses, foodservice-standard food to go, and soft drinks. By offering a wider range of products and services, these stores appeal to broader customer bases, providing a competitive edge in the market.

Technological advancements are playing a crucial role in the growth of convenience stores. Retailers like Premier and SPAR are leveraging technology to streamline in-store processes and enhance operational efficiency. In a significant move, Tesco has introduced AI-powered 'Clubcard Challenges' to personalise the shopper experience. This innovative approach aims to boost customer engagement and loyalty through tailored rewards.

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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/>