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**Lumina Intelligence Reports Convenience Market Trends: Economic Stabilisation, Weather Impacts, and Retailer Success**

Latest findings highlighted by [Lumina Intelligence Convenience Tracking Programme](https://www.lumina-intelligence.com/product/convenience-tracking-programme/) include the normalisation of key performance indicators (KPIs), the influence of unseasonal weather on sales, and the strategic gains made by retailers through loyalty programs.

The data shows that penetration in the market has grown by +7.1 percentage points year-on-year, signalling a recovery from the previous year’s decline. Last year's figures were impacted by lighter shoppers exiting the market due to budget constraints, which had resulted in a temporary decline in penetration.

In addition, adverse weather conditions in the spring of 2024 have negatively impacted sales in the soft drinks category, leading to a contraction in market share, particularly within the food-to-go segment. Fewer impulse purchases were made owing to the unseasonable weather, which has traditionally supported higher sales in these categories.

Amid these challenges, Tesco Express and Sainsbury’s Local have emerged as the top-performing retailers, gaining +1.5 and +1.1 percentage points in market share, respectively. Their growth has been driven by the successful implementation of loyalty card schemes, which have enabled these retailers to deliver enhanced value to their customers. Loyalty card promotions saw a +2.8 percentage point increase compared to the previous year, underscoring the effectiveness of these programs in attracting and retaining customers.

Flora Zwolinski, Senior Insight Manager at Lumina Intelligence, commented on the findings: “The market is adjusting to a new normal, and we’re seeing settling consumer behaviour as a result. The success of Tesco Express and Sainsbury’s Local highlights the importance of customer rewards in today’s competitive retail environment. Retailers that prioritise delivering value through reward programs are well-positioned to thrive.”

**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.

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