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**Rise of the Lighter Shopper: UK Convenience Market Sees Shift in Buying Patterns and Surge in Forecourt Impulse Sales**

Latest findings highlighted by [Lumina Intelligence Convenience Tracking Programme](https://www.lumina-intelligence.com/product/convenience-tracking-programme/) reveal a shift towards lighter shopping trips, the impact of weather on daytime meal occasions, and strategic growth in forecourt impulse purchases driven by expanded meal deal offerings.

The Convenience Tracking Programme has uncovered significant shifts in the UK's convenience shopping landscape, indicating a continued rise in market penetration with a notable trend towards "lighter" shopping. The number of shoppers in the market has grown, with an impressive +2.8 percentage point increase in year-on-year penetration. Managed convenience channels are driving much of this growth, reflecting heightened consumer interest in convenience store options.

However, while more shoppers are making trips to convenience outlets, they are increasingly favouring lighter shopping trips. The data indicates a -10% decrease in items per trip, paired with a modest -0.4% decline in total spend per visit. This shift suggests a consumer preference for smaller, more frequent purchases as opposed to larger basket sizes, with customers prioritising efficiency and value.

The data also revealed an increase in share for daytime meal occasions, rising by +0.8 percentage points. This shift is partly due to a rebalancing in food-to-go purchases, which peaked last year during an extended period of favourable weather. This year’s comparatively poorer weather has driven shoppers to consume more meals at home, leading to a greater focus on in-home meal preparation. Consumers are purchasing ingredients and essentials to make meals at home, highlighting a sustained demand for convenient meal solutions that align with at-home dining.

In an otherwise stabilised market, forecourts have emerged as a unique growth channel for impulse purchases, registering a +1.3 percentage point increase year-on-year. Meal deals have been a pivotal driver of this growth, up +4.1ppts as a reason for purchasing on impulse. Leading forecourt operators, including BP and Shell, have expanded meal deal offerings in partnership with established retailers, delivering enhanced value and variety to time-pressed consumers. This strategic move addresses the evolving needs of busy shoppers, who are seeking quick, affordable meal solutions.

**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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