Pulse Update

Data collected 22nd March – 18th April 2021

KEY MESSAGES

Online retail loses share of three meal occasions

- As coronavirus cases fall and some semblance of normality returns, consumers feel increasingly confident heading to store, resulting in online retail losing share of breakfast, lunch and dinner occasions.
- Online is the only channel to record a decrease in channel opportunity (-8ppts), further highlighting the shift in consumer routines as lockdown continues to ease.

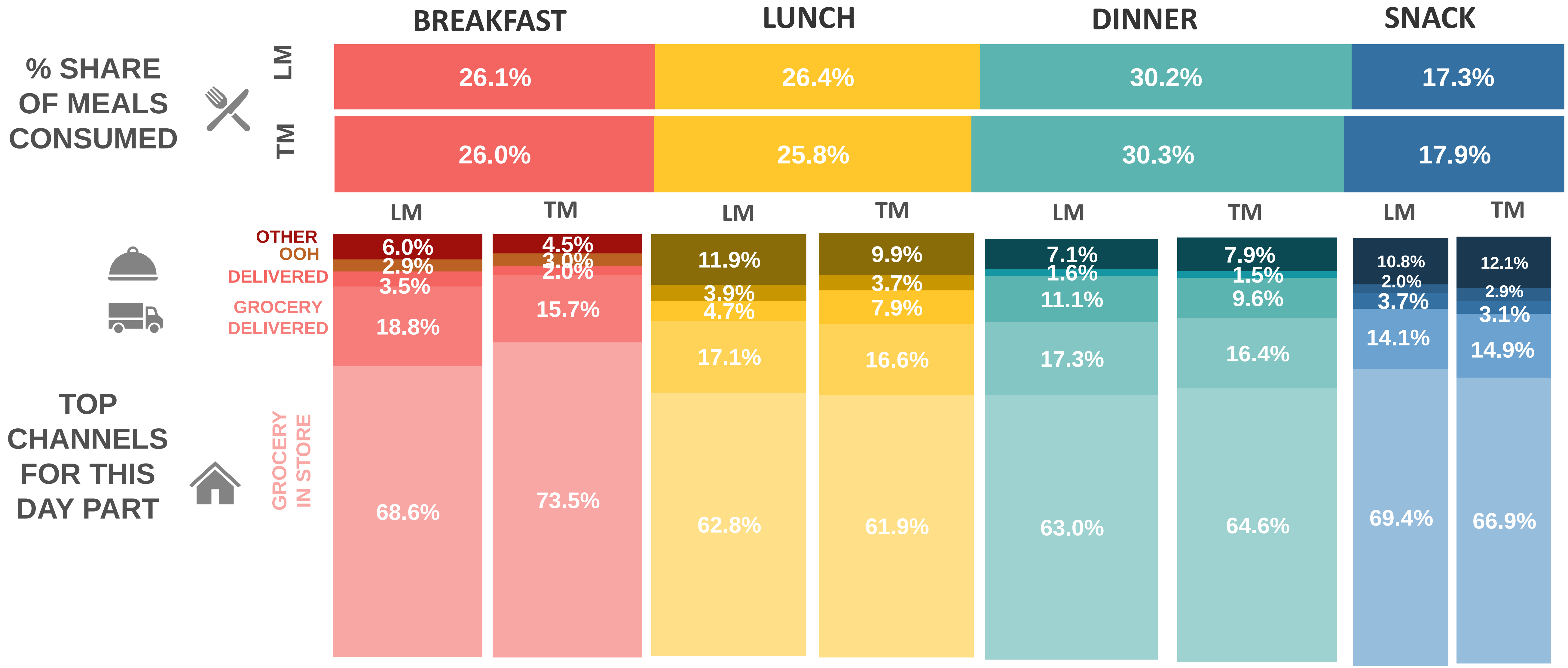
Shoppers continue to place importance on staff friendliness

- For the second consecutive month in a row, friendly and helpful staff grows as a need. This month it increases across breakfast, lunch and dinner occasions, aligning with the growth in in-store shopping for these meal occasions.
- This reinforces the value of good customer service which will be even more important in stores located at the heart of communities as shoppers seek social interaction.

All hospitality channels record a positive channel opportunity

- Pent up demand has led to a successful first couple of weeks of trading for the hospitality industry. This looks set to continue as restaurants, pubs, bars and cafés all record a positive channel opportunity which is a first since data collection began.
- Despite cooler weather, operators have responded creatively, providing a pleasant outdoor experience for example Gaucho in London giving diners hot water bottles.

CHANNEL PULSE: OVERVIEW



NB: LM = Last month
TM = This month

Source: Channel Pulse data collected 22/03/21 – 18/04/21

CHANNEL PULSE: OVERVIEW

			BREAKFAST	LUNCH	DINNER	SNACK
% SHARE OF MEALS CONSUMED		LM	26.1%	26.4%	30.2%	17.3%
		TM	26.0%	25.8%	30.3%	17.9%
TOP NEEDS FOR THIS DAY PART	IN HOME	1	Familiarity (53%)	Familiarity (55%)	Familiarity (58%)	Familiarity (48%)
		2	Prices (41%)	Prices (43%)	Prices (44%)	Prices (47%)
		3	Quality (33%)	Quality (36%)	Quality (41%)	Quality (35%)
CHANGING NEEDS FOR THIS DAY PART	IN HOME	1	Confidence (+4pp)	Friendly/helpful staff (+4pp)	Friendly/helpful staff (+6pp)	Prices (+5pp)
		2	Choice (+3pp)	Prices (+3pp)	Prices (-1pp)	Proximity (+4pp)
		3	Friendly/helpful staff (+3pp)	Choice (+3pp)	Quality (-1pp)	Quality (-4pp)

NB: Sold Out/Shut = "My usual place was sold out or closed"
Confidence = "I knew they would have what I want"
Familiarity = "It's where I always go"

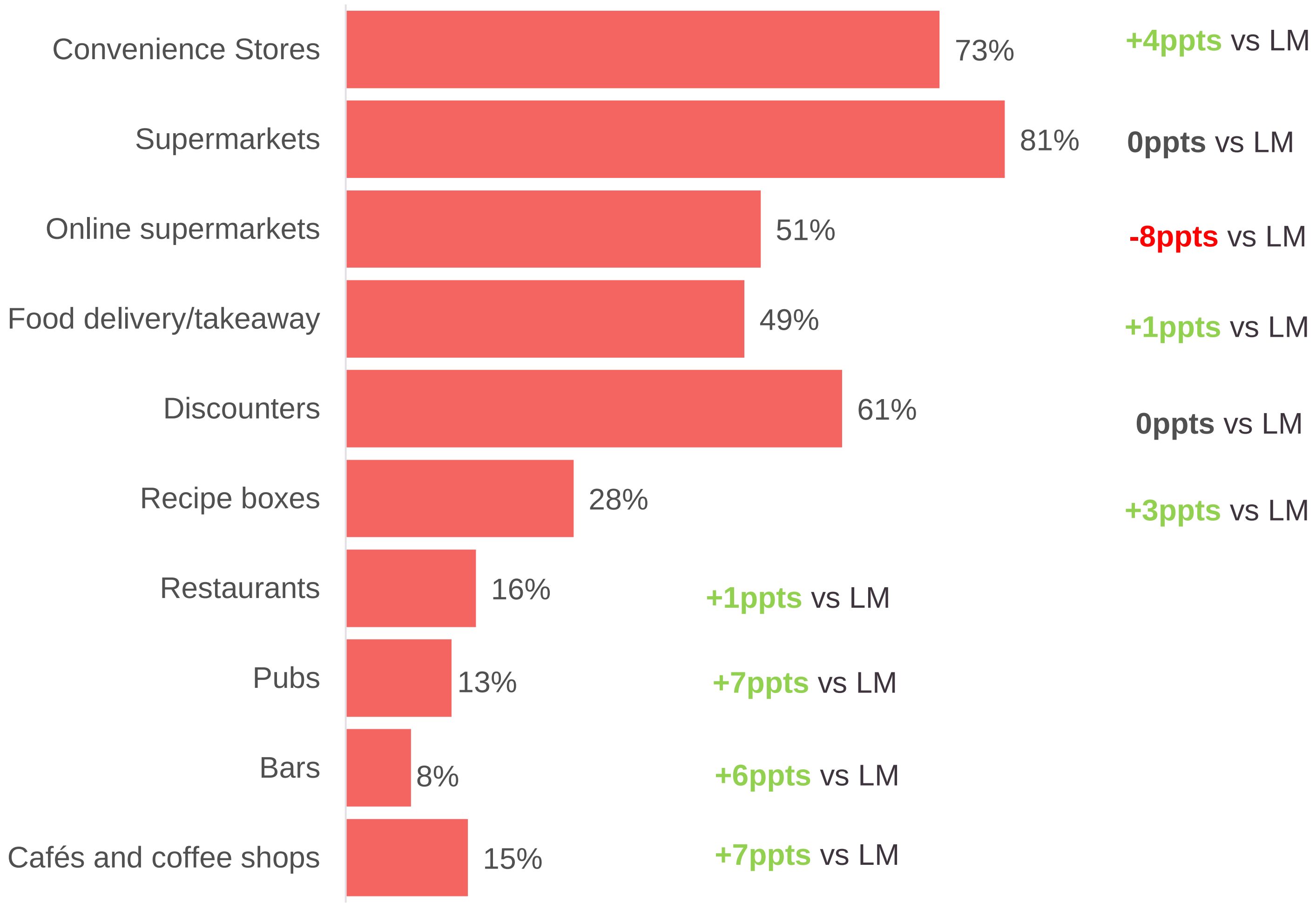
Source: Channel Pulse data collected 22/03/21 – 18/04/21

CHANNEL PULSE: CRYSTAL BALL

- As hospitality re-opened for alfresco dining on 12th April, foodservice establishments show stronger growth in channel opportunity compared to grocery retail.
- Online supermarkets see a -8ppt decline in channel opportunity as consumer routines change, resulting in more shoppers returning to in-store shopping. The acceleration of the vaccination programme and relaxation on shielding guidance has led to less reliance on the online channel amongst the most vulnerable.
- Convenience stores see a +4ppt increase in channel opportunity as the channel benefits form the shopping local trend, bolstered by the pandemic.
- It is the first time that all four hospitality channels have collectively recorded a positive channel opportunity, as pent up demand leads to a surge in bookings. Pubs and bars record a higher channel opportunity than restaurants, with some pubs serving customers at 00:01 on April 12th to maximise the return of trading.

Predicted Channel Opportunity

Do you think you will visit/use the following channels more, less, or the same in the next week? (Index calculation = More + Same, - Less)



Source: Channel Pulse data collected 22/03/21 – 18/04/21

LM = Last month

Lumina Intelligence

THE TRUSTED SOURCE FOR FOOD, DRINK AND NUTRITION MARKET INSIGHT SOLUTIONS

The experts in market and consumer insight across the food, drink and nutrition markets

Deep actionable insights, powered by the world's best analytics technology

Every measure of consumer and shopper behaviour, from planning a shop to choosing where to eat or drink

Part of William Reed, providing inspiration, insight and connections to power the global food & drink industry

Lumina Intelligence is the new name and new solution from HIM and MCA Insight

OUR CORONAVIRUS LABELLING

Pre Coronavirus

Pre-2020

Pre Coronavirus Uncertainty

January-February 2020
At this time little had happened in the UK and Europe regarding the outbreak.

Peak Coronavirus Lockdown

March-May 2020 (I)
November 2020 (II)
Now (III)
The height of the pandemic. Government intervention led to widespread home working, school closures and reduced public transport. Public encouraged to avoid non-essential travel and implement social distancing.

Post Lockdown

May-November 2020
Intermittent periods of time directly following Lockdown I-III.
This is predicted to be a minimum period of six months with continuing risk aversion mindsets.

Recessionary Impact

Future (months)
Period when the UK feels the economic impact that the virus will leave. This period is set to be defined by cautionary consumer spending and notable operator causalities.

Market Recovery Adjusted Normality

Future (years)
Expected to be in around 3-5 years. The competitive landscape of the food and drink market will be very different, with Lumina Intelligence expecting some lasting legacies from both consumers and operators going forward.

Source Lumina Intelligence

METHODOLOGY

The Channel Pulse methodology is built up from three sections, comprised of online feedback with a nationally representative sample of 1000 participants every week

1) Meal Share: Consumption in the last 24 hours

- Share of Meals
- Consumption Location
- Purchase Location
- Retailer/Operator
- Needs & Motivations

2) Channel Detail: Channel penetration in the last 7 days

- Channel Penetration
- Retailer/Operator
- Visit Frequency
- Purchases
- Mission

3) Topical Content And Subject Deep Dives

BESPOKE ANALYSIS CAPABILITIES

Using our **wealth of data**, **channel expertise** and **advance analysis tools** our consultants can **produce tailored outputs**, **exclusively for you**, in order to quickly react and answer your critical **key business questions**. We will be able to contextualise these trends through our existing out of home and retail trackers providing a historical perspective.

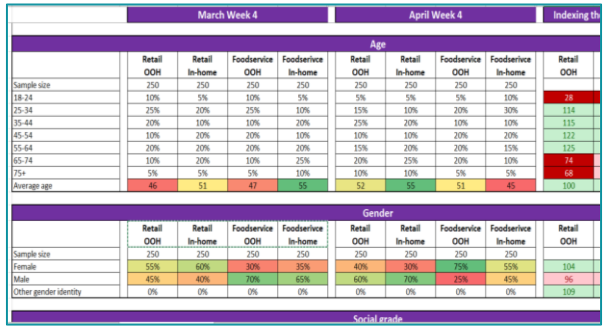
EXAMPLE QUESTIONS WE CAN ANSWER

Adaptable to be applicable for whether you're a **supplier**, **retailer** or **operator**

- Who are your opportunity consumers and how can you connect with them?
- Which channels are missed opportunities and how can you break into them?
- How can you drive incremental visits, increased spend and loyalty'
- How does your offer need to change by day-part and season?
- How can you maximise foodservice & retail for your category?
- What is your category penetration and how can you grow your category?

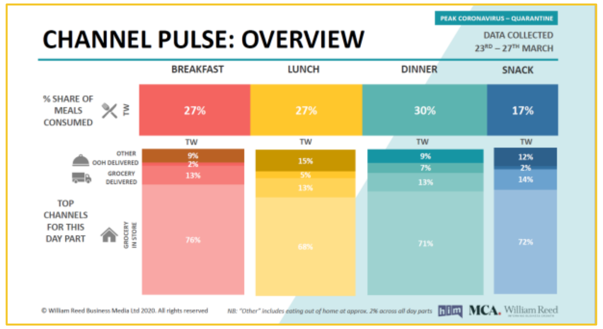
DELIVERABLE OPTIONS

Data tables



	March Week 4				April Week 4				Indexing th
Age									
	Retail OOH	Retail In-home	Foodservice OOH	Foodserivce In-home	Retail OOH	Retail In-home	Foodservice OOH	Foodserivce In-home	Retail OOH
Sample size	250	250	250	250	250	250	250	250	
18-24	10%	5%	10%	5%	5%	5%	5%	10%	28
25-34	25%	20%	25%	10%	15%	10%	20%	30%	114
35-44	20%	10%	10%	20%	25%	20%	10%	10%	115
45-54	10%	20%	20%	10%	10%	10%	20%	20%	122
55-64	20%	20%	20%	20%	15%	20%	20%	15%	125
65-74	10%	20%	10%	25%	20%	25%	20%	10%	74
75+	5%	5%	5%	10%	10%	10%	5%	5%	68
Average age	46	51	47	55	52	55	51	45	100
Gender									
	Retail OOH	Retail In-home	Foodservice OOH	Foodserivce In-home	Retail OOH	Retail In-home	Foodservice OOH	Foodserivce In-home	Retail OOH
Sample size	250	250	250	250	250	250	250	250	
Female	55%	60%	30%	35%	40%	30%	75%	55%	104
Male	45%	40%	70%	65%	60%	70%	25%	45%	96
Other gender identity	0%	0%	0%	0%	0%	0%	0%	0%	109
Social grade									

Dashboards



Reports

Presentations & workshops

Get in touch

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