

About time!

The importance of the convenience sector and how shopping missions are influenced by the most valuable of commodities, time.

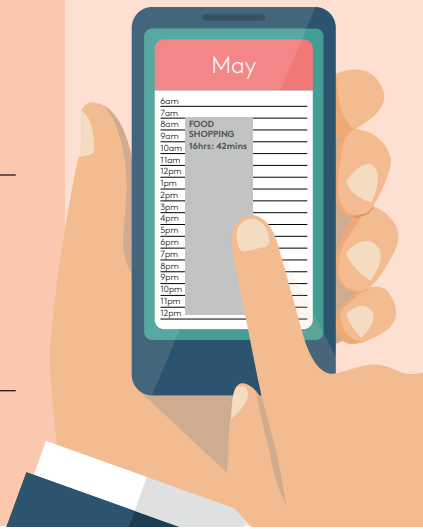
PEOPLE SPEND A WAKING DAY EACH MONTH FOOD SHOPPING:

16.7

hours is spent on average by people shopping for groceries each month

26

times a month is the average number of times people shop for groceries



SHOPPING LOCALLY SAVES TIME:

9.8

hours a month is spent on average travelling to grocery stores, compared to only 6.9 hours spent in store

53%

of McColl's customers live within 400m of their local store



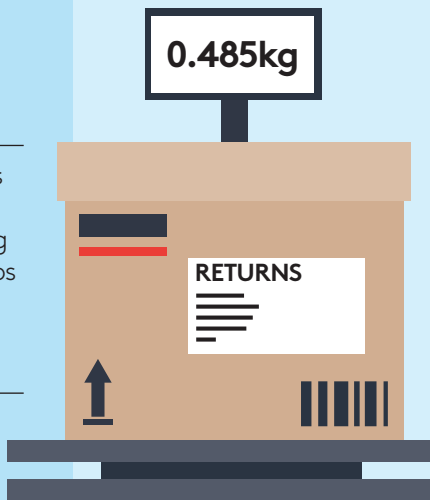
GREAT SERVICE AND SERVICES:

1 in 4

people used services such as click and collect on their last convenience store visit, rising to four in ten for McColl's trips

85%

of customers are pleased with convenience customer service



CONVENIENCE IS COOL:

1 in 5

(19%) of post-millennials say they do the majority of their food and grocery shopping at their neighbourhood store

Over half

of post-millennials are prepared to spend more money to save time



TIME IS MONEY:

7 minutes

Customers spend on average just 7 minutes in a convenience store compared to 23 in a supermarket. Some nurseries charge £8 late collection fee for every 15 minutes and some airport car parks charge £25 for 15 minutes parking



CONVENIENCE STORES ARE PROVIDING WHAT CUSTOMERS NEED:

91%

of customers got everything they need from their last convenience store visit, compared to 87% at supermarkets

