

Pulse Update

Data collected w/c 2nd November 2020

KEY MESSAGES

Lockdown halves OOH share of lunch



On 2nd November, the UK entered its second national lockdown to curb the spread of Coronavirus. Foodservice establishments can only operate via delivery and/or click-and-collect services. As a result, foodservice share of lunch occasions (a key day-part) has fallen from 8.8% to 4.1%. However, OOH has grown share of snack occasions by +2.3pp as consumers grab-and-go smaller bites.

More consumers shopping in-store



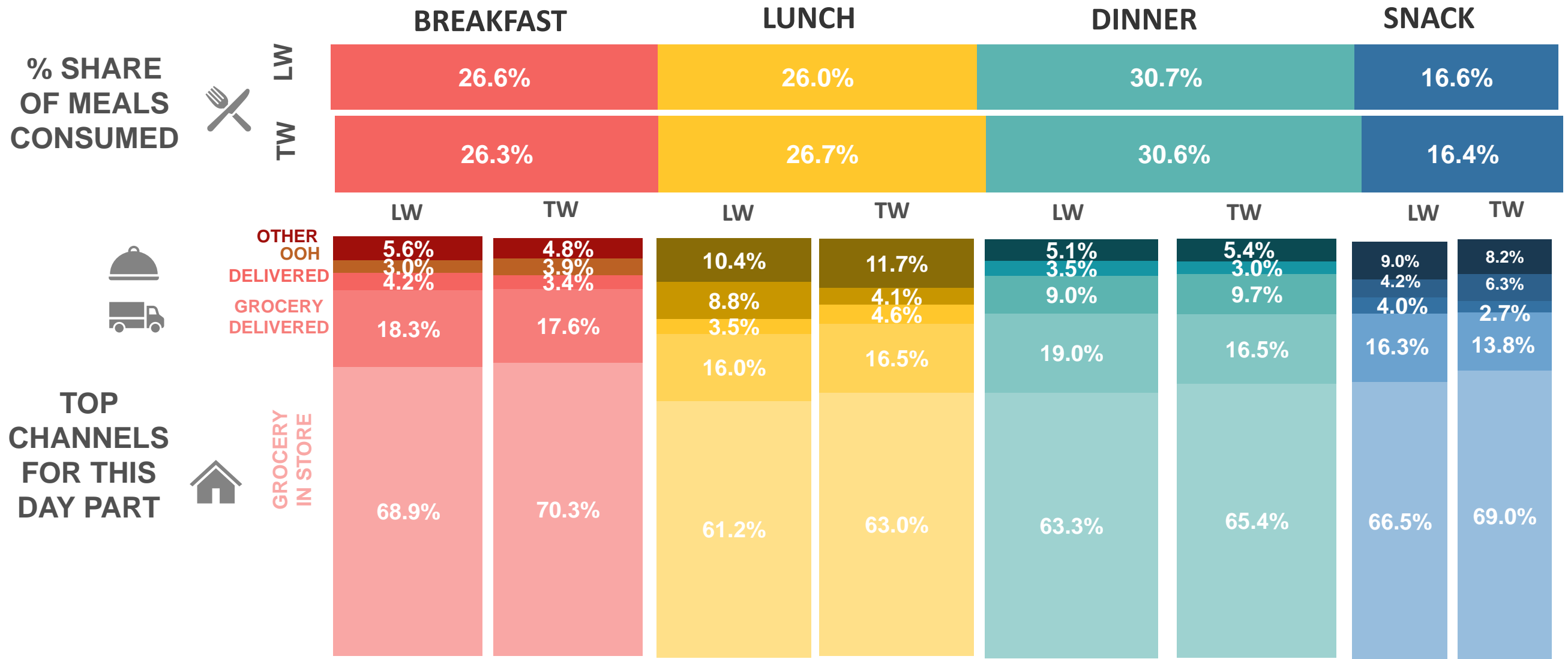
Grocery in-store has grown share across all meal occasions this week (+2.5pp for snack occasions) at the expense of grocery delivered. Major supermarkets have updated shopping rules to prepare for the second lockdown. Tesco has asked for only one person per household to do the shopping to limit numbers in store, as well as introducing an item limit of 3 for staple items including flour and dried pasta.

Consumers are trading up






Quality has increased strongly across breakfast (+3pp), lunch (+4pp), dinner (+4pp) and snack (+1pp) occasions, suggesting that consumers are trading up and treating themselves during the start of the second lockdown. Moreover, price as a need has decreased at breakfast and snack meals, highlighting that consumers would be more open to paying a price premium for better quality products.

CHANNEL PULSE: OVERVIEW



Source: Channel Pulse data collected w/c 02/11

CHANNEL PULSE: OVERVIEW

		BREAKFAST	LUNCH	DINNER	SNACK
% SHARE OF MEALS CONSUMED 	LW	26.6%	26.0%	30.7%	16.6%
	TW	26.3%	26.7%	30.6%	16.4%
TOP NEEDS FOR THIS DAY PART 	1	Familiarity (37%)	Familiarity (37%)	Familiarity 40(%)	Familiarity (21%)
	2	Prices (25%)	Prices (26%)	Prices (33%)	Prices (17%)
	3	Quality (23%)	Quality (24%)	Quality (29%)	Quality (16%)
CHANGING NEEDS FOR THIS DAY PART 	1	Quality (+3pp)	Familiarity (+4pp)	Quality (+4pp)	Quality (+1pp)
	2	Familiarity (+1pp)	Quality (+4pp)	Choice (+2pp)	Friendly/helpful staff (-1pp)
	3	Prices (-2pp)	Proximity (+2pp)	Familiarity (-2pp)	Prices (-2pp)

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"

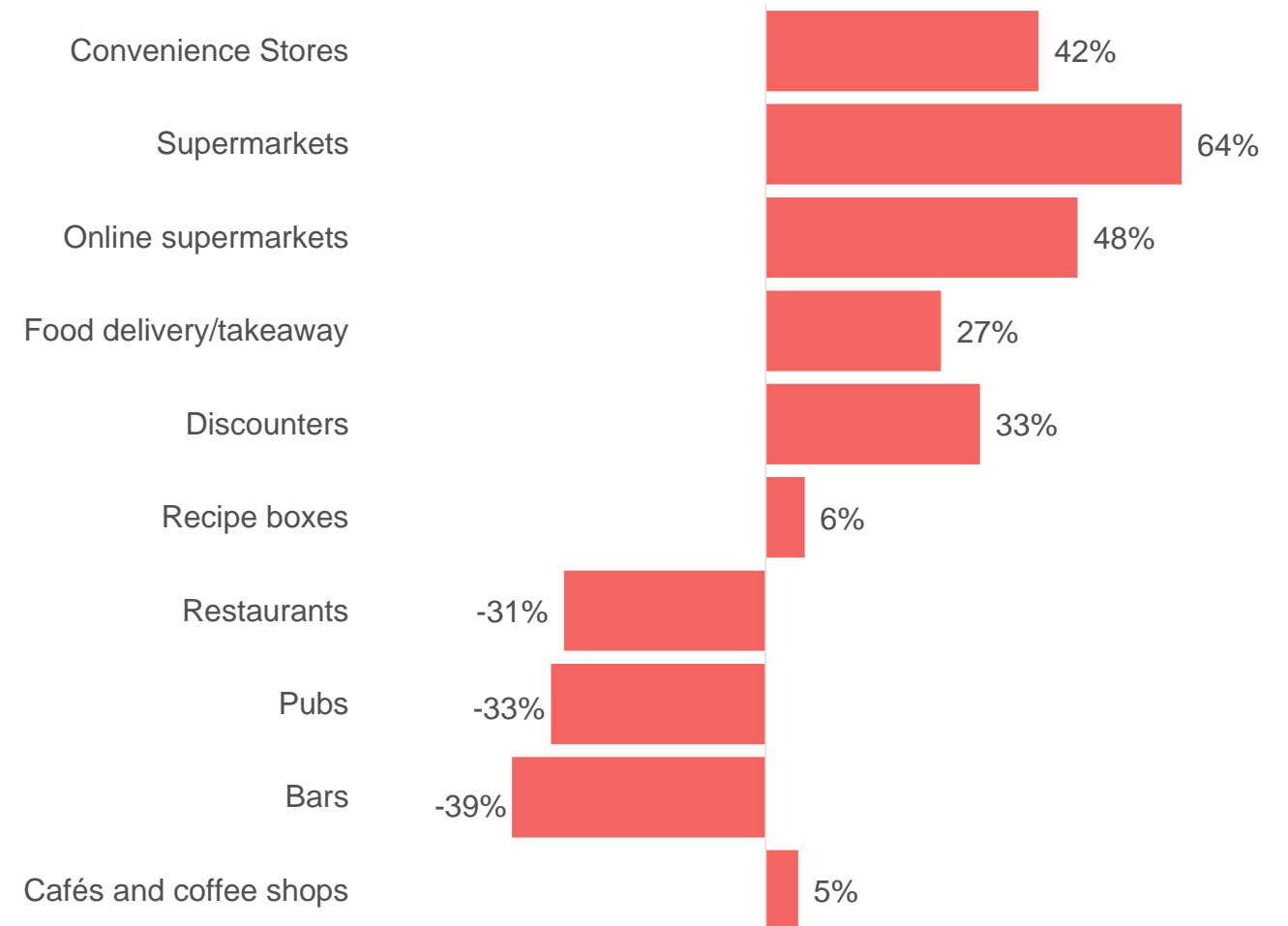
Source: Channel Pulse data collected w/c 02/11

CHANNEL PULSE: CRYSTAL BALL

- Supermarkets, online supermarkets and convenience stores are the top three channels which consumers think they will be visiting more of in the coming week. The discounter channel opportunity has fallen –15pp this week, aligning with the decrease in price as need across breakfast (-2pp) and snack (-2pp) occasions.
- The UK entered its second national lockdown on 2nd November to curb the spread of rising Coronavirus infections. As a result, foodservices establishments have had to close doors, only being allowed to operate via delivery and/or click-and-collect. The effect of this is apparent in channel opportunity as 3 out of 4 hospitality channels record their lowest channel opportunity since hospitality reopened on 4th July.
- Operators have reacted to this lockdown differently. McDonald's for example closed their entire estate when lockdown was announced in March. However, whilst all dine in areas will be closed during the November lockdown, McDonald's remains open for takeaway, Drive Thru and Delivery via Uber Eats and Just Eat.

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 w/c 02/11

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

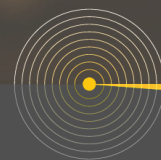
The experts in market and consumer insight across the food, drink and nutrition markets

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

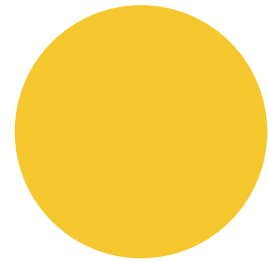
Every measure of consumer and shopper behaviour, from planning a shop to choosing where to eat or drink

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

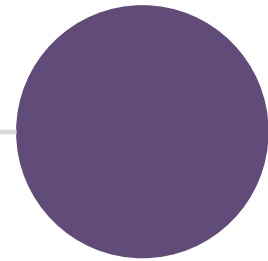


OUR CORONAVIRUS LABELLING



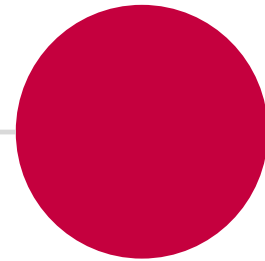
Pre Coronavirus

Pre-2020



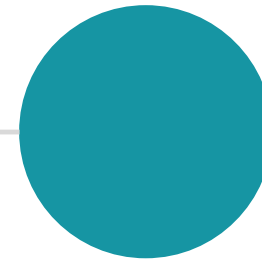
Pre Coronavirus Uncertainty

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



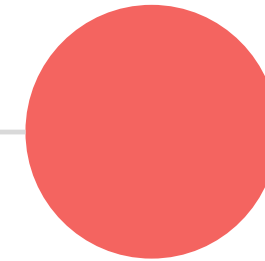
Peak Coronavirus Quarantine

March-May 2020
The height of the pandemic for the majority of Europe. Government intervention led to widespread home working, school closures and reduced public transport. Public encouraged to avoid non-essential travel and implement social distancing.



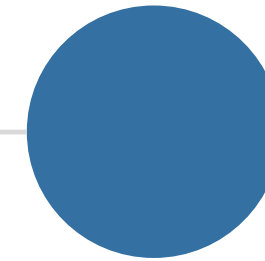
Post Quarantine

Now
The time period following full quarantine. This is predicted to be a minimum period of six months with continuing risk aversion mindsets.



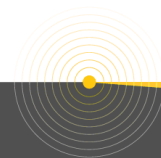
Recessionary Impact

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.



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?

How does your offer need to change by day-part and season?

Which channels are missed opportunities and how can you break into them?

How can you maximise foodservice & retail for your category?

How can you drive incremental visits, increased spend and loyalty?

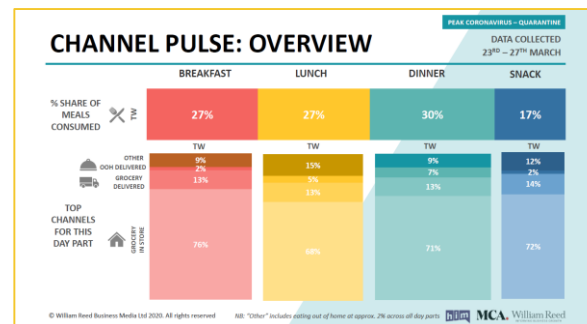
What is your category penetration and how can you grow your category?

DELIVERABLE OPTIONS

Data tables

	March Week 4				April Week 4				Indexing th
	Age								
	Retail OOH	Retail In-home	Foodservice OOH	Foodservice In-home	Retail OOH	Retail In-home	Foodservice OOH	Foodservice In-home	Retail OOH
Sample size	250	250	250	250	250	250	250	250	272
18-24	10%	5%	10%	5%	5%	5%	5%	10%	114
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	53	45	100
	Gender								
	Retail OOH	Retail In-home	Foodservice OOH	Foodservice In-home	Retail OOH	Retail In-home	Foodservice OOH	Foodservice In-home	Retail OOH
Sample size	250	250	250	250	250	250	250	250	104
Female	55%	62%	36%	25%	42%	62%	25%	52%	104
Male	45%	40%	70%	65%	60%	70%	75%	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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