

# Strategies to Stay at the Heart of the Community



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Association of Convenience Stores

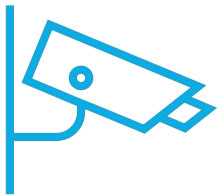
# Agenda



Who we are



Supporting communities



In-store technology



Emerging trends

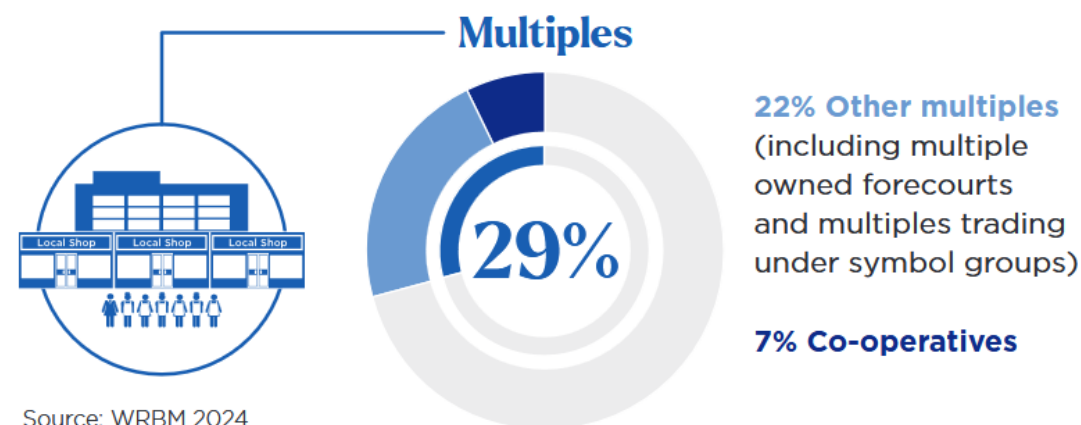
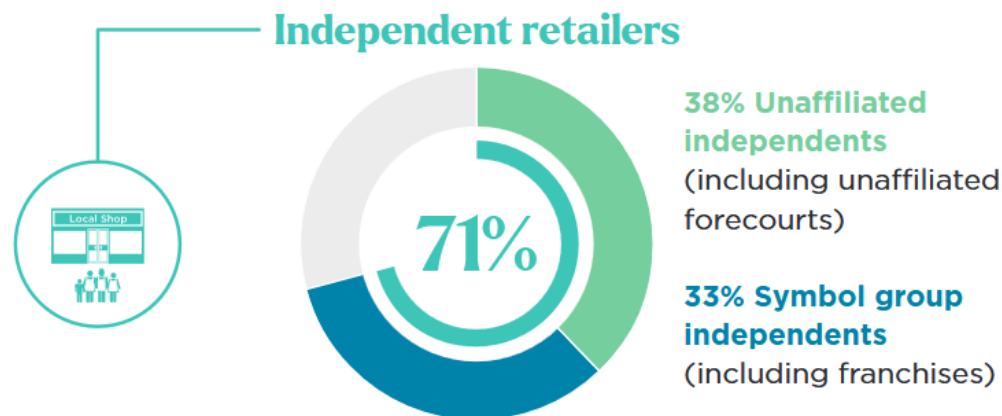


## The Local Shop Report 2024

A report by the Association of Convenience Stores  
#LocalShopReport

# Who We Are

There are **50,387** convenience stores in mainland UK



Source: WRBM 2024



# ACS Retailer Members



# About ACS

## 50,000+ local shops

- The industry voice
- Brings together the key businesses, retailers and suppliers
- Insider group with Government



# Location

## Rural

A 'traditional' convenience store, often providing the only shopping option for the local community.



Rural: 36%

## Suburban

Providing a focal point for suburban communities and estates sometimes standalone or alongside a small number of other local services.



Suburban: 27%



Urban: 37%

## Urban

Operating as part of a mix of stores serving the needs of those living in centres and the shopping needs of workers and residents.

Source: WRBM 2024

# Neighbourhoods



# Community Impact

## Most positive impact on the local area



When thinking about local businesses, shoppers said **convenience stores** were **the most important in supporting the local economy**

Source: ACS Community Barometer 2024



# Community Engagement

**80%** of **independent** retailers engaged in some form of community activity in the past year

**60%**

Collected money for a national or local charity

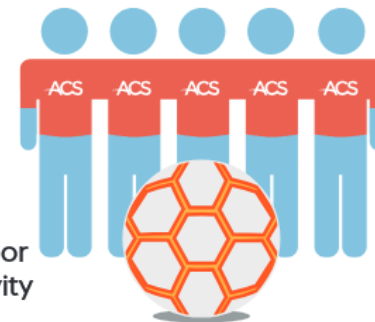


**43%**

Donated to a food bank

**15%**

Provided sponsorship to a local sports team or other community activity



**15%**

Provided funding, or in kind support, to a community event



**6%**

Participated in community, council or local business association meetings or project



**5%**

Participated in litter picking or other local environmental campaigns

Source: ACS Voice of Local Shops polling 2023–2024

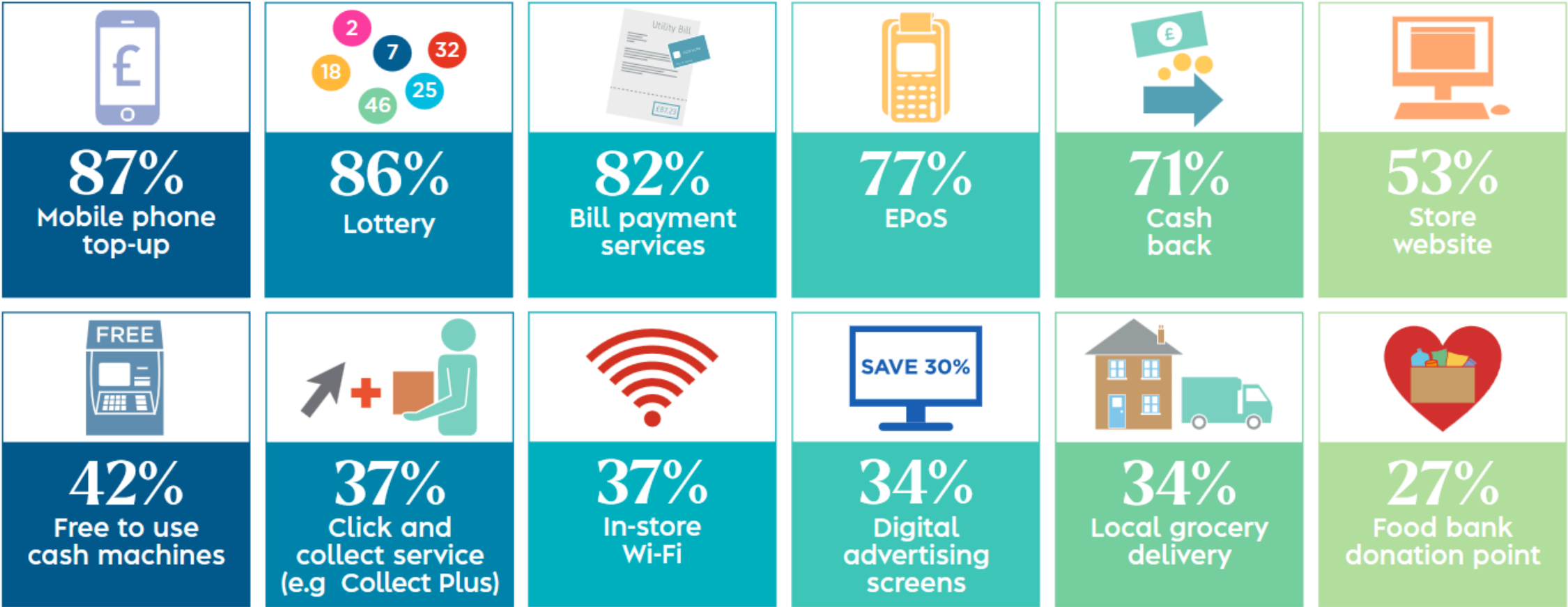
**500m**

The average convenience store has **4,428 people** within a **500m radius**



Source: CACI

# Services



# Services



**24%**  
Parcel  
collection point



**21%**  
Click and  
collect services  
for groceries



**21%**  
Loyalty card



**20%**  
Post office



**17%**  
Home news  
delivery



**17%**  
Self-service  
checkouts



**16%**  
Recycling bins



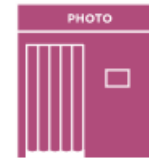
**12%**  
Electronic shelf  
edge labels



**10%**  
Charged cash  
machine



**4%**  
Prescription  
collections



**2%**  
Photo booth



**1%**  
Key cutting

# Online Delivery

**47%** of independent retailers currently offer home delivery/click and collect orders

Of stores who currently offer home delivery/click and collect services:



**34%**

offer home delivery through a third-party app, e.g. Deliveroo, SnappyShopper



**20%**

offer home delivery through a store website



**17%**

offer home delivery for customers who order over the phone



**11%**

offer home delivery for vulnerable customers



**6%**

offer a click and collect service (or similar)

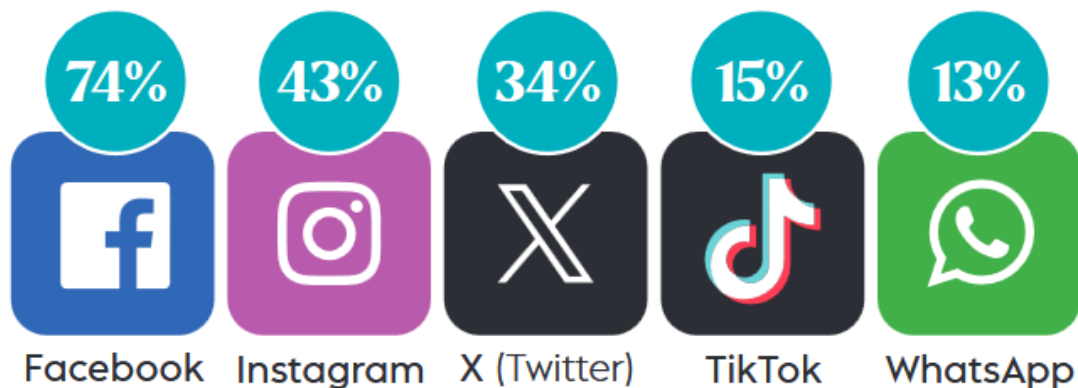


# In-store Tech



# Social Media

## Social media and online searches



Source: ACS/Lumina Intelligence 2024

**More customers searched for 'convenience store' on Google during the week of Christmas (25<sup>th</sup> – 31<sup>st</sup> Dec) than any other time in the last 12 months.**



Source: Google Trends 2024

# What We Sell

The **total value of sales** for 2024 is forecast at

**£49.4bn**

The **convenience sector** is expected to **grow to**

**£54.6bn** by 2027

## Number of products sold

On average, there are around:

**4,632 SKUs**

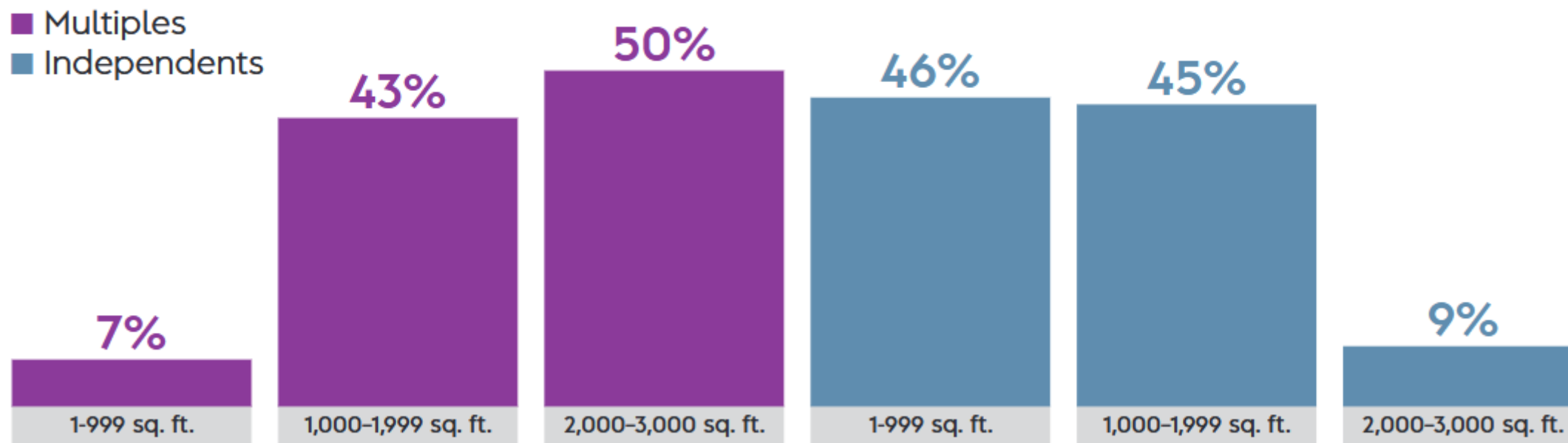


(products with a unique barcode)

**for sale in an**  
**independent convenience store**  
**throughout the year**

# Sales Space

## Sales space in-store



Source: ACS/Lumina Intelligence 2024



# Fast-rising Trends







# Thank you for listening!



*Find more at [www.acs.org.uk](http://www.acs.org.uk)*