

Food to go shows its worth as value rises

IGD figures reveal food to go will be worth £16bn to retailers this year

SIMON BANKS

The total food to go market is expected to be worth £16bn in 2016, up by 6.8% on last year, according to IGD.

The IGD analysis revealed that food to go in convenience, forecourts and 'other retailers' such as Boots and WHSmith would be worth a combined £2.5bn this year, more than twice as much as at supermarkets (£1.2bn). It noted that many c-stores had introduced specialist food-to-go counters in their stores and focused on the different times of day shoppers purchase food to go.

Food-to-go specialists, which are worth £4.6bn, have been growing their scale and impact, with more of them moving outside London and introducing new health-driven brands and using technology to personalise the shopper experience, the research found.

IGD chief executive Joanne Denney-Finch said: "There are some really clear development opportunities for food to go in the UK, driven by the growth



The trend for shopping little and often is adding to the potential of food to go, says IGD

of little and often shopping, the rise in popularity of street food and coffee culture, and shoppers' increasingly flexible lifestyles. Many suppliers are now starting to expand beyond grocery retail, and food to go could present them with considerable opportunities."

Meanwhile, sales at Greggs grew by 6% in the first half of its financial year, thanks to a greater focus on food to go and a stronger healthier food and

drink range. Total first-half sales hit £422m, while like-for-like company-owned shop sales grew by 3.8% in the 26 weeks to 2 July.

Greggs chief executive Roger Whiteside said that reinforcing the freshness and value of its offer had been key to tapping into changing food-to-go trends.

"We added to our Balanced Choice range with sales growing strongly as more and more of our customers recognise the quality, range and value we offer in healthy food choices," he said.



The campaign asked shoppers to nominate their local store

Social media success for Nisa campaign

Nisa's latest online marketing campaign, Shop Local, has successfully engaged with 18,000 followers on Facebook, while the #lovetobelocal hashtag was used on Twitter 320,000 times.

Between 20 June and 4 July, the Shop Local campaign aimed to raise awareness of the importance of local businesses and celebrate the positive impact they have on their communities.

It encouraged consumers to nominate their favourite Nisa c-store through the campaign's dedicated website, www.lovetobelocal.co.uk, giving the store the chance of winning cash to donate to good causes in their area.

Fifteen retailers will now receive £1,000 to hand out in their local communities.

Steve Leach, business unit director for independent and specialist at Nisa, said: "Through our Shop Local campaign, we urged shoppers to get behind their local stores and support their community retailers who provide an invaluable service to many people, particularly the elderly and vulnerable.

"Shoppers really got behind the campaign, recognising the value of local businesses and the social and economic benefits they bring to communities. Now, thanks to the engagement created by our online campaign, 15 communities will benefit further through £1,000 donations to be spent on local good causes."

THE BIG PICTURE



➡ A Costcutter forecourt store in Dewsbury, West Yorkshire, has seen weekly sales rise by 25% since introducing the UK's first partnership with Asian bakery Yaadgaar.

After a £1.2m rebuild, the Ravensthorpe store worked with Costcutter to develop an extended convenience range including food to go, PayPoint, National Lottery, flowers, fuel, free ATM and the new bakery, which has seating and a range of baked goods and savoury items, plus all-day breakfast and burgers.

The 3,000sq ft Gulf forecourt store is owned by family company MA Hans & Sons.