



UK food-to-go sector to grow by 26.4% by 2024

Channel set to experience double the growth of wider UK food and grocery market



The UK food-to-go market is forecast to be worth £23.4bn by 2024, up from £18.5bn in 2019, growing by 26.4%. According to new research from IGD, the channel is set to experience double the growth of the wider UK food and grocery retail market – 12.5% – over the next five years.

"While there continue to be good opportunities for growth in this area, the gap will continue to grow between those businesses who are actively targeting food-to-go growth and those who simply want a presence in the channel. Opportunities remain, however, for those with clearly defined and relevant strategies," said Rhian Thomas, Head of Shopper and Food-to-Go Insight at IGD.

Convenience, forecourts and other retailers, such as Spar, Co-op, Tesco Express and Boots will increase from £2.9bn in 2019 to £3.8bn in 2024, while the market share will increase from 15.5% in 2019 to 16.1% in 2024

"Convenience and food-to-go are increasingly intertwined, as food-to-go success becomes

increasingly critical to the prospects of most convenience stores. Similar principles apply to the forecourt channel, where the added need to encourage dwell time among shoppers will grow in importance as the factors influencing where and how people stop on the road shift”, said Rhian Thomas.

“Consumer expectations around convenience and forecourt food-to-go are rising fast, creating an opportunity for businesses to invest and upgrade, or else risk getting left behind. The good news here is that there’s lots of growth to go for, and in many locations there remains opportunity to do more to meet these evolving shopper needs. Those businesses who focus more on emulating competitors rather than investing in how they can innovate will meet the big challenges.”