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UK: Nisa signed up 242 new stores in first five months this year

The 242 stores include 37 sites with forecourt retailer Ascona Group. These new recruitments follow a record 2019 for Nisa with over 500 stores enlisted.



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Nisa Retail Limited, the delivered wholesale and convenience retail specialist, reports recruitment numbers with 242 stores onboarded in the five months to May. This follows a year post acquisition by The Co-op Group in May 2018 and places Nisa £2.4m ahead of its recruitment budget YTD.

The 242 recruitment include 37 sites secured with growing forecourt retailer Ascona Group. These new wins follow a record 2019 for Nisa with over 500 stores enlisted, marking a 40% like-for-like leap in store number recruitment.

The new recruitment wins come amid a changing retail landscape, as convenience stores become an increasingly important outlet for shoppers during the lockdown. The latest Kantar figures released show symbols and independents taking more of the grocery market share- growing to 69.3% in the 12 weeks to 14 Jun 2020. Data from research company Statista shows the market share had remained

relatively unchanged over the past five years, whereas now more than two thirds of consumers have used local stores and services during lockdown- according to a survey by Deloitte Digital- highlighting the significant impact COVID-19 has had on consumer shopping habits.

“It has been an incredibly busy start to the calendar year and I remain extremely proud of the way Nisa partners have gone above and beyond to support their local communities during these difficult times. The additional 242 recruitment wins build on the positive momentum set in 2019 and are testament to the strength of Nisa’s retail and wholesale offering. I am pleased to welcome our new partners, who will receive industry leading support, competitive prices and have access to the award-winning Co-op own brand,” said CEO of Nisa Retail Limited, Ken Towle.