



Weatherproof your summer sales

Summertime is a critical trading period for retailers. Here's how you can unlock significant growth across key categories this season

As the temperatures increase, so does the pace of convenience retail. Barbecues become more frequent, kids are home for the summer holidays and shoppers' plans are often determined by the ever-changing weather. Customers look to your store for easy, high-value solutions to their daily missions and spur-of-the-moment occasion decisions. The secret to driving sales during the summer months lies in your ability to anticipate and meet your customers' immediate needs.



Occasion shopping

During summer, customers tend to move away from big weekly shops and instead buy for each occasion, filling frequent small baskets. It's these top-up shops that are driving growth in the sector¹, so be sure to cater to them. That way, you'll turn your store into a one-stop shop for occasions ranging from 'dinner tonight' to 'cool down now'.

Act quickly in response to changes in the weather with a flexible range of products. If sun is forecast, push ice creams, chilled drinks, **barbecue foods** and sunscreen. If rain is on its way, switch to ready meals, alcohol, soft drinks and snacks, and consider offering bundles for those planning a cosy night in.

Keep an eye on the forecast and tailor your daily messaging to spread the word. Boast solutions to the day's weather predictions by posting updates on your social media or simply placing a sign outside your store and watch your sales soar.



(Source: ¹Lumina Intelligence, UK Convenience Market Trends 2025)



25% of crisps, snacks and nuts sales happen away from the main fixture

(Source: PepsiCo, Convenience Path to Purchase Research, 2021)



Soft drinks surge

The summer season is the biggest sales opportunity for soft drinks², appealing to shoppers on the go and those hosting friends and family. With hot weather comes higher footfall, so it's crucial to restock your chillers regularly.

Alongside the **core range** and **bestsellers**, it's important to have healthier alternatives. **Functional drinks** are seeing increasing demand and will boost your sales, with customers now opting for fortified beverages including milkshakes with added protein, electrolyte-infused water and probiotic drinks.

Take a look at the **Focus On Summer of Soft Drinks** guide from Plan for Profit for more information, available from 11 May.

(Sources: ²SmartView Convenience, Volume Sales, Jan-December 2025; ³Nielsen S&I Wholesale Channel Analysis 52w to Oct 2025)

Value and NPD

Despite increasing spending frequency, value remains front of mind for customers. The add-ons and impulse buys retailers see are often affordable treats, as shoppers remain cautious. Price-marked packs and promotions are influential, perceived to be better value for money.

Tap into this desire for affordable treats with exciting new flavours to drive impulse spend. NPD generated £73m and 35% of category growth last year³, so by regularly refreshing your range with innovative products, you'll encourage bigger basket spend.



Soft drinks accounted for **17.5%** of total convenience value sales in 2025

(Source: Kamcity, Energy Drinks Driving Strong Soft Drinks Performance In Convenience Sector, 11.03.26)



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