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Jubilee Essentials Provide Much Needed Boost for Convenience Retailers

Ice Cubes, Fireworks and Disposable BBQs among top Bank Holiday sellers

09 June 2022, Welwyn Garden City: New data from PayPoint highlights how people across the UK relied on their local convenience stores for Street Party essentials throughout the Platinum Jubilee weekend 02 – 05 June. Sales data comparing the same four day periods throughout May*, show significant spikes over the Jubilee dates in sales of items that were clearly deemed essential for a weekend of celebration.

More than 16,000 street parties are thought to have taken place over the course of the Platinum Jubilee celebrations in the UK. Lucky then that PayPoint's network of 28,000 retailers, larger than all bank branches, Post Offices and supermarkets combined, were ready to serve.

From the party starters of ice cubes (+36%), fireworks (+30%) and disposable BBQs (+30%), right through to bacon (+18%) and medicines (+10%) for the morning afterwards, the top sellers of the weekend show that, as a nation, the UK was committed to making their break a memorable one.

Ten of the top selling product categories over the course of 02-05 June inclusive were:

1. Ice Cubes +36%
2. Fireworks +30%
3. Disposable BBQs +30%
4. Disposable Crockery +25%
5. Cold Food to Go +23%
6. Bacon +18%
7. Preserves and Spreads +16%
8. Ready to Drink Alcohols +15%
9. Medicines +10%
10. Chilled Meat & Poultry +7%

Anthony Sappor, Head of Retail Partnerships, PayPoint: *“The Platinum Jubilee celebrations are bound to be remembered for a generation as one of the most uplifting and community spirited moments we have enjoyed as a nation, since the Olympic Games in 2012. Our retailer partners always do a fantastic job at catering to the needs of their local communities and it’s no surprise that they delivered last weekend. I only hope that they were also able to join the celebrations too.*

“In addition to being an essential port of call for a multitude of services, from everyday essentials to bill payments, cash access and so much more, independent retailers are more reliant than ever on their local customers amidst the challenging economic environment. It’s fantastic to see the support that was clearly shown for them over this busy trading period and I would urge the public to continue championing them as essential hubs within their communities.”

