Co-op Q-Commerce & Channel Q&A

Q-Commerce Strategy

How will Co-op maintain a strong position as more retailers join Quick Commerce platforms?

Increased retailer participation helps drive greater customer awareness and adoption of Quick Commerce. Co-op's extensive store network, operational capabilities and membership proposition position us well to compete and grow as the market expands.

What impact will additional retailers joining aggregator platforms have on Co-op's plans?

We believe broader retailer participation supports the continued growth of the Quick Commerce sector by increasing customer engagement and shopping frequency across the channel.

What role does Quick Commerce play in Co-op's future growth?

Quick Commerce is an important strategic growth channel for Co-op, representing a significant and growing proportion of food sales. We continue to invest in capabilities, customer experience and category growth opportunities within the channel.

What percentage of Co-op's business currently comes through Quick Commerce?

Quick Commerce currently represents approximately 9% of total food sales, with some categories performing above this level.

Supplier Engagement

Who is the best first point of contact for Quick Commerce opportunities?

Suppliers should engage with their Category Manager or Commercial Buyer in the first instance. Relevant opportunities can then be discussed and aligned through existing category and business planning processes.

How can suppliers become more involved in Co-op's Quick Commerce proposition?

There are a range of opportunities available, from strategic category partnerships through to media and activation campaigns. Suppliers should discuss opportunities directly with their category contacts.

Is co-creation and innovation open to smaller suppliers?

Co-op welcomes innovative ideas from suppliers of all sizes. Opportunities are assessed on a case-by-case basis, considering customer relevance, feasibility and business objectives.

Are there opportunities for supplier-led gamification or enhanced digital experiences?

We are open to exploring innovative digital engagement opportunities. Proposed initiatives would be assessed individually to determine feasibility and customer value.

Digital & Online Platforms

What is the future role of shop.coop?

shop.coop remains an important part of our digital strategy. Recent platform investments provide enhanced opportunities to improve functionality, customer experience, personalisation and future digital capabilities.

How do you see AI supporting future growth across channels?

Artificial Intelligence presents significant opportunities to enhance customer experience, personalisation, operational efficiency and digital commerce capabilities. Co-op continues to evaluate and develop its strategy in this area.

Data & Insights

How can suppliers access Quick Commerce insight and performance data?

Co-op works with external partners to provide supplier insight solutions. Suppliers interested in accessing available data and insights should speak to their Co-op contact for further information.

Are there plans to share the new store segmentation and blueprint data with suppliers?

The store blueprint model is currently being developed and tested. Subject to governance processes and approvals, relevant information may be made available through established supplier data-sharing channels in future.

How can suppliers access store classifications aligned to the new blueprints?

Once the blueprint model is validated and implemented, relevant store attributes are expected to be incorporated into existing supplier information channels.

Ranging & Category Development

How will the new blueprint programme impact ranging and store clustering?

The blueprint programme is still under development. As testing progresses, insights from the model will help inform ranging and proposition decisions across the estate.

Will the new blueprints replace existing ranging clusters?

No. The blueprint programme is intended to complement existing ranging tools and provide additional customer and store insight rather than replace current clusters.

When will the blueprints be available?

The intention is to finalise blueprint designs and conduct trials during 2027. Learnings from these trials will help shape future implementation plans.

In-store ranges do not always reflect Quick Commerce shopper missions. How is Co-op addressing this?

Range decisions are informed by both in-store and Quick Commerce customer insight. We continue to test and develop Quick Commerce-specific ranging approaches and capabilities to better meet evolving customer needs. Suppliers with category ideas should discuss opportunities with their category teams.

Will suppliers be able to list Quick Commerce-only products in the future?

We continue to evaluate opportunities to enhance the Quick Commerce proposition, including testing bespoke ranging and promotional approaches where appropriate.

Promotions & Media

Are online-only promotions being considered?

Co-op continues to review opportunities to develop digital promotional capabilities as part of future channel planning.

What role do bundled, and mission-based promotions play in Quick Commerce?

Mission-based and bundled promotions present significant opportunities within Quick Commerce due to the flexibility of digital platforms and changing customer shopping behaviours.

How should suppliers approach investment in Quick Commerce?

An integrated, omnichannel approach remains the most effective way to drive category and brand growth while meeting customer needs across multiple shopping missions and channels.

How is Co-op working to improve promotional and media execution?

We continue to review and improve campaign execution, reporting and operational processes to maximise effectiveness for both customers and supplier partners.

How can retail media have the greatest impact in convenience retail?

Successful campaigns are typically those that deliver relevant messaging, strong customer value and alignment with shopper missions. Campaign effectiveness will vary depending on category, mission and execution.

Category Growth Opportunities

What role do household and ambient categories play in Quick Commerce growth?

Customers are increasingly using Quick Commerce platforms for broader shopping missions, creating significant growth opportunities across ambient, household and non-food categories. We continue to develop range, availability and activation plans to support this growth.

How can suppliers increase conversion in Quick Commerce?

Customer conversion is influenced by several factors, including range availability, value proposition, customer experience and the overall shopping journey. Suppliers should work closely with category teams to identify opportunities in their categories.

Disclaimer

This document is intended as general guidance only. All ranging decisions, promotional opportunities, category plans, commercial agreements and investment opportunities remain subject to Co-op's standard business processes, individual commercial discussions and applicable legal and regulatory requirements. No information contained within this document should be interpreted as a commitment to future commercial activity, listing decisions, promotional participation or contractual arrangements.