ANNEX

Table A1. East region - Average per capita purchases of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	9.91	4.46	5.45	13.78	1.03	1.18	11.56	10.92	4.16	3.82	2.94	34.61
		St. dev.	49.61	36.22	28.14	58.05	13.59	13.96	11.56	57.25	29.73	20.92	38.76	125.02
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	9.85	4.60	5.25	13.39	1.10	1.18	11.12	10.81	4.25	3.99	2.57	34.05
		St. dev.	50.35	37.78	27.56	56.40	14.59	13.57	11.12	55.11	31.79	23.28	32.67	124.50
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	10.02	4.24	5.78	14.41	.92	1.19	12.30	11.11	4.02	3.55	3.55	35.54
		St. dev.	48.38	33.45	29.07	60.70	11.73	14.59	12.30	60.65	25.94	16.24	47.19	125.89
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047
Convenience	All	Mean	25.23	17.87	7.35	56.77	19.86	22.77	14.15	58.30	45.20	4.17	8.93	140.30
		St. dev.	92.59	76.05	35.84	198.34	88.52	86.89	14.15	224.76	200.14	26.77	63.67	442.41
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	23.48	16.36	7.12	48.53	16.94	18.60	13.00	48.47	36.70	3.82	7.95	120.48
		St. dev.	88.66	71.77	36.85	172.16	80.60	69.96	13.00	181.80	154.04	18.04	56.97	376.85
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	28.14	20.40	7.74	70.50	24.72	29.73	16.06	74.70	59.38	4.75	10.56	173.35
		St. dev.	98.74	82.64	34.08	234.97	100.16	109.08	16.06	281.44	258.77	36.99	73.47	532.50
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047
Discounter	All	Mean	119.13	80.97	38.16	250.16	81.30	81.54	87.33	244.51	166.55	25.35	52.60	613.80
		St. dev.	237.07	182.82	90.40	449.15	169.32	159.81	87.33	515.86	389.18	64.03	179.60	1,065.49
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	115.99	78.15	37.83	248.59	81.53	81.62	85.45	239.56	166.22	24.02	49.32	604.14
		St. dev.	227.97	173.33	90.58	427.98	163.24	150.85	85.45	478.65	360.06	60.31	165.23	1,000.04
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	124.37	85.66	38.71	252.77	80.91	81.40	90.46	252.76	167.10	27.58	58.08	629.90
		St. dev.	251.46	197.56	90.12	482.42	179.01	173.73	90.46	572.49	433.44	69.73	201.18	1,166.39
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047
Large store	All	Mean	341.98	226.93	115.04	649.12	200.28	202.31	246.53	639.60	421.11	66.10	152.40	1,630.70
		St. dev.	383.04	311.06	166.51	671.51	277.61	252.72	246.53	810.93	645.14	119.72	307.51	1,567.01
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	342.54	228.40	114.14	655.98	201.07	204.26	250.64	650.90	431.58	66.22	153.10	1,649.42
		St. dev.	374.70	304.04	165.58	671.35	279.73	252.96	250.64	840.62	677.61	120.27	306.00	1,586.19
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	341.04	224.49	116.55	637.68	198.95	199.06	239.67	620.77	403.67	65.88	151.22	1,599.49
		St. dev.	396.59	322.43	168.05	671.71	274.07	252.32	239.67	758.60	586.72	118.81	310.04	1,534.20
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	80.96	51.59	29.37	169.55	51.95	50.53	67.07	154.46	95.57	16.67	42.21	404.97
		St. dev.	228.02	164.36	96.64	456.74	187.66	146.28	67.07	446.89	308.69	68.65	172.20	1,012.40
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	63.65	40.12	23.53	135.31	40.46	39.26	55.59	120.13	74.09	12.91	33.12	319.09
		St. dev.	195.44	140.31	83.54	383.28	145.51	122.48	55.59	373.24	258.37	57.80	143.36	854.35
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	109.81	70.70	39.11	226.62	71.11	69.32	86.19	211.67	131.37	22.94	57.37	548.10
		St. dev.	271.42	196.60	114.57	553.45	240.92	177.47	86.19	543.32	375.28	83.29	210.85	1,218.27
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047
Other retailer	All	Mean	.79	.63	.16	2.60	1.12	1.24	.24	2.40	1.73	.11	.56	5.80
		St. dev.	7.80	7.22	2.60	29.45	13.54	16.37	.24	38.62	34.00	2.08	13.94	67.90
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	.66	.52	.15	1.93	.85	.81	.27	1.62	1.02	.13	.47	4.22
		St. dev.	6.80	6.23	2.38	17.29	8.49	9.02	.27	20.59	13.40	2.33	13.61	35.59
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	1.02	.83	.18	3.72	1.57	1.96	.19	3.69	2.91	.08	.70	8.43
		St. dev.	9.22	8.62	2.93	42.57	19.19	24.05	.19	57.18	52.74	1.57	14.46	100.87
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047
All retailers	All	Mean	578.00	382.46	195.54	1,141.98	355.53	359.58	426.87	1,110.19	734.33	116.23	259.64	2,830.18
		St. dev.	437.73	367.72	206.90	793.05	366.23	305.16	426.87	1,022.90	851.32	155.08	393.82	1,750.30
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	556.17	368.14	188.03	1,103.74	341.94	345.73	416.07	1,071.48	713.86	111.09	246.53	2,731.40
		St. dev.	424.04	351.80	205.52	766.49	350.26	293.60	416.07	1,000.72	834.76	149.21	374.70	1,709.12
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	614.39	406.32	208.07	1,205.71	378.18	382.65	444.88	1,174.71	768.44	124.79	281.47	2,994.81
		St. dev.	457.38	391.71	208.59	831.65	390.40	322.23	444.88	1,055.80	877.28	164.07	422.93	1,805.11
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047

Source: Own elaboration based on Kantar Worldpanel data.

Table A2. East region - Average per capita expenditure of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)												Total
			Potatoes			Vegetables (excl. potatoes)				Fruit					
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices		
Club and bargain store	All	Mean	2.06	.28	1.78	2.46	.30	.35	1.81	2.96	.93	1.79	.24		7.48
		St. dev.	7.94	2.28	7.21	11.08	3.85	4.38	1.81	12.89	6.92	9.00	2.73		24.45
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792		10,792
	Before Covid	Mean	2.02	.29	1.74	2.36	.32	.33	1.71	3.01	.92	1.89	.21		7.39
		St. dev.	7.77	2.37	7.09	10.82	4.29	4.00	1.71	13.57	6.93	9.90	2.31		24.41
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745		6,745
	After Covid	Mean	2.13	.27	1.86	2.62	.25	.38	1.99	2.86	.94	1.63	.29		7.61
		St. dev.	8.22	2.13	7.42	11.51	2.98	4.96	1.99	11.65	6.91	7.26	3.30		24.51
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047		4,047
Convenience	All	Mean	4.73	1.78	2.95	15.22	4.50	5.10	5.62	16.17	11.85	3.00	1.31		36.12
		St. dev.	16.66	7.73	12.98	49.53	18.42	18.46	5.62	55.04	46.29	14.76	9.17		104.11
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792		10,792
	Before Covid	Mean	4.48	1.69	2.79	13.20	3.86	4.18	5.15	13.97	9.91	2.85	1.21		31.64
		St. dev.	16.63	7.71	13.08	43.76	16.67	15.52	5.15	47.83	38.81	13.36	9.17		91.31
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745		6,745
	After Covid	Mean	5.15	1.94	3.21	18.59	5.57	6.63	6.39	19.84	15.10	3.26	1.49		43.58
		St. dev.	16.71	7.75	12.81	57.73	20.97	22.46	6.39	65.14	56.45	16.85	9.17		122.16
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047		4,047
Discounter	All	Mean	11.83	4.98	6.86	40.67	13.77	13.92	12.98	48.08	33.12	10.94	4.02		100.59
		St. dev.	22.52	11.31	15.11	74.55	30.39	28.17	12.98	95.34	73.90	26.51	13.50		173.80
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792		10,792
	Before Covid	Mean	11.64	4.94	6.70	40.74	13.98	14.05	12.71	47.00	32.78	10.54	3.68		99.38
		St. dev.	21.83	11.06	14.60	71.04	29.60	26.67	12.71	89.61	69.35	25.28	12.11		164.18
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745		6,745
	After Covid	Mean	12.16	5.05	7.11	40.56	13.43	13.70	13.43	49.87	33.70	11.59	4.58		102.60
		St. dev.	23.62	11.72	15.92	80.06	31.66	30.51	13.43	104.18	80.94	28.43	15.54		188.76
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047		4,047
Large store	All	Mean	48.21	17.28	30.93	137.48	40.08	39.76	57.64	148.17	98.08	32.95	17.14		333.86
		St. dev.	51.14	24.12	39.50	153.51	60.06	53.30	57.64	202.39	159.32	58.18	36.15		351.72
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792		10,792
	Before Covid	Mean	48.14	18.02	30.12	139.66	40.75	40.77	58.14	149.59	99.50	32.88	17.22		337.39
		St. dev.	49.78	24.65	37.72	153.49	61.05	53.81	58.14	207.47	163.75	58.76	36.11		355.67
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745		6,745
	After Covid	Mean	48.31	16.04	32.27	133.86	38.97	38.08	56.81	145.81	95.73	33.06	17.02		327.98
		St. dev.	53.35	23.15	42.26	153.49	58.37	52.38	56.81	193.62	151.63	57.22	36.22		345.00
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047		4,047

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	12.19	4.07	8.12	36.69	10.91	10.12	15.66	34.74	21.94	8.10	4.70	83.62
		St. dev.	33.84	13.09	25.41	107.98	45.47	32.49	15.66	105.72	74.21	31.56	21.05	224.73
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	9.71	3.29	6.43	29.47	8.74	8.06	12.67	27.17	17.33	6.40	3.44	66.36
		St. dev.	29.11	11.51	21.85	91.50	35.83	28.66	12.67	90.39	64.46	28.49	15.31	191.62
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	16.32	5.38	10.94	48.71	14.51	13.57	20.63	47.36	29.62	10.94	6.80	112.39
		St. dev.	40.18	15.27	30.22	130.03	57.92	37.77	20.63	126.24	87.58	35.92	28.00	268.64
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047
Other retailer	All	Mean	.15	.06	.10	.50	.22	.21	.07	.41	.29	.06	.06	1.06
		St. dev.	1.61	.72	1.40	5.92	3.08	2.91	.07	6.33	5.83	.91	1.56	12.28
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	.14	.05	.09	.38	.16	.15	.06	.27	.16	.05	.06	.79
		St. dev.	1.64	.71	1.46	3.22	1.66	1.62	.06	2.97	2.08	.70	1.63	6.14
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	.17	.07	.10	.70	.31	.32	.07	.63	.49	.06	.07	1.51
		St. dev.	1.55	.75	1.30	8.73	4.54	4.26	.07	9.59	9.13	1.19	1.45	18.41
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047
All retailers	All	Mean	79.18	28.45	50.73	233.02	69.78	69.47	93.77	250.52	166.22	56.83	27.48	562.72
		St. dev.	57.98	28.22	48.35	185.41	80.93	65.45	93.77	244.89	198.76	73.56	44.56	399.40
		Obs.	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792	10,792
	Before Covid	Mean	76.14	28.27	47.87	225.80	67.82	67.54	90.44	241.02	160.60	54.60	25.81	542.95
		St. dev.	56.16	28.16	46.43	178.39	77.27	63.83	90.44	243.94	197.45	73.20	41.91	393.47
		Obs.	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745	6,745
	After Covid	Mean	84.25	28.74	55.51	245.05	73.05	72.69	99.32	266.37	175.57	60.55	30.25	595.67
		St. dev.	60.55	28.32	51.04	195.99	86.61	67.94	99.32	245.66	200.61	74.03	48.55	407.02
		Obs.	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047	4,047

Source: Own elaboration based on Kantar Worldpanel data.

Table A3. London - Average per capita purchases of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	5.78	2.85	2.93	7.08	.82	1.53	4.73	9.91	4.75	3.28	1.89	22.78
		St. dev.	34.77	25.89	22.03	40.50	10.19	17.99	4.73	60.06	42.46	18.40	20.74	109.25
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	5.41	2.64	2.77	6.83	.80	1.38	4.64	8.87	4.25	3.24	1.38	21.11
		St. dev.	32.12	23.74	20.60	37.73	8.66	17.17	4.64	49.25	35.37	18.83	15.86	94.94
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	6.41	3.20	3.21	7.51	.86	1.77	4.88	11.66	5.59	3.34	2.72	25.57
		St. dev.	38.78	29.12	24.23	44.74	12.34	19.29	4.88	74.65	52.17	17.67	26.96	129.61
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Convenience	All	Mean	28.34	21.49	6.86	76.79	26.01	29.55	21.22	106.40	82.76	6.55	17.10	211.54
		St. dev.	90.58	77.72	30.10	208.54	88.28	94.92	21.22	291.38	245.92	28.44	99.53	506.58
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	25.35	19.12	6.22	70.90	24.29	26.70	19.91	99.65	78.01	6.05	15.59	195.90
		St. dev.	83.65	72.42	28.50	196.09	83.44	88.65	19.91	275.41	236.13	25.89	91.35	471.22
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	33.33	25.43	7.91	86.60	28.88	34.31	23.41	117.66	90.68	7.38	19.61	237.60
		St. dev.	100.90	85.70	32.58	227.49	95.75	104.38	23.41	315.96	261.28	32.22	111.82	559.70
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Discounter	All	Mean	82.64	58.51	24.14	217.66	79.50	69.66	68.50	223.91	147.12	25.27	51.51	524.21
		St. dev.	184.70	150.70	65.70	427.71	182.15	151.45	68.50	475.68	343.02	63.74	220.65	962.75
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	81.34	57.98	23.37	214.52	77.83	69.16	67.53	219.06	144.24	23.62	51.20	514.92
		St. dev.	182.59	148.99	62.47	423.66	180.94	154.05	67.53	472.06	342.48	60.37	219.89	951.14
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	84.81	59.39	25.42	222.90	82.30	70.50	70.11	231.98	151.93	28.02	52.03	539.70
		St. dev.	188.20	153.53	70.76	434.40	184.17	147.04	70.11	481.63	343.93	68.91	221.94	981.76
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Large store	All	Mean	327.02	217.41	109.61	699.13	213.92	217.01	268.20	704.47	455.46	62.47	186.55	1,730.63
		St. dev.	386.40	312.60	164.32	724.34	293.10	280.57	268.20	829.82	637.34	110.50	400.58	1,626.15
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	321.58	212.94	108.64	691.77	207.32	213.50	270.95	694.52	448.41	62.45	183.66	1,707.88
		St. dev.	374.12	300.04	162.86	701.67	278.96	271.80	270.95	796.75	618.14	108.07	381.73	1,556.92
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	336.09	224.86	111.23	711.39	224.91	222.85	263.62	721.07	467.21	62.50	191.36	1,768.54
		St. dev.	405.95	332.39	166.74	760.60	315.01	294.57	263.62	882.08	668.08	114.45	430.20	1,735.04
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	58.37	41.26	17.10	147.41	41.82	42.78	62.81	128.63	75.02	12.97	40.64	334.40
		St. dev.	191.06	156.99	58.75	485.93	151.52	153.04	62.81	400.76	264.84	62.34	175.97	958.05
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	43.68	30.16	13.53	112.65	29.06	31.01	52.58	95.38	54.65	9.07	31.66	251.71
		St. dev.	149.93	120.57	50.68	408.20	109.10	121.60	52.58	319.45	216.12	47.52	145.64	773.97
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	82.85	59.78	23.07	205.33	63.08	62.40	79.86	184.04	108.95	19.47	55.62	472.22
		St. dev.	242.78	202.38	69.76	588.80	201.68	192.88	79.86	503.36	327.69	80.84	216.51	1,191.32
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Other retailer	All	Mean	.81	.45	.36	2.77	.87	.97	.93	5.28	2.21	.27	2.79	8.86
		St. dev.	9.88	6.13	6.81	25.79	11.19	10.41	.93	58.34	32.08	4.38	46.50	78.79
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	.71	.35	.36	2.38	.70	.82	.86	5.05	1.66	.25	3.14	8.14
		St. dev.	8.91	4.49	7.22	21.98	9.57	8.51	.86	53.82	21.74	3.61	48.18	69.61
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	.98	.61	.37	3.42	1.15	1.22	1.04	5.67	3.14	.31	2.22	10.07
		St. dev.	11.31	8.16	6.08	31.11	13.45	12.96	1.04	65.20	44.23	5.43	43.56	92.07
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
All retailers	All	Mean	502.98	341.98	161.00	1,150.84	362.95	361.50	426.39	1,178.61	767.32	110.81	300.48	2,832.42
		St. dev.	435.39	369.42	182.33	881.05	366.06	338.98	426.39	1,014.76	802.69	146.32	521.90	1,829.34
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	478.07	323.19	154.88	1,099.05	340.01	342.57	416.47	1,122.53	731.21	104.68	286.63	2,699.65
		St. dev.	415.14	347.17	178.40	832.42	343.20	323.28	416.47	972.06	782.78	137.38	487.91	1,729.37
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	544.48	373.28	171.20	1,237.15	401.18	393.05	442.93	1,272.07	827.50	121.01	323.56	3,053.70
		St. dev.	464.32	401.89	188.28	950.53	398.43	361.51	442.93	1,075.90	831.47	159.64	573.44	1,965.28
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739

Source: Own elaboration based on Kantar Worldpanel data.

Table A4. London - Average per capita expenditure of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	1.45	.19	1.25	1.78	.38	.47	.93	3.43	1.22	1.95	.26	6.66
		St. dev.	7.13	1.75	6.85	11.97	4.11	5.83	.93	20.26	10.53	12.91	3.35	31.30
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	1.38	.18	1.20	1.72	.38	.44	.90	3.27	1.07	2.00	.20	6.37
		St. dev.	6.67	1.60	6.42	11.36	4.15	5.58	.90	19.43	9.04	14.10	2.48	29.41
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	1.56	.22	1.34	1.87	.37	.53	.98	3.69	1.47	1.85	.37	7.13
		St. dev.	7.83	1.97	7.50	12.91	4.05	6.24	.98	21.58	12.64	10.64	4.43	34.23
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Convenience	All	Mean	5.57	2.21	3.36	24.71	7.07	7.40	10.24	30.91	22.47	5.70	2.74	61.19
		St. dev.	17.18	8.28	13.52	70.10	23.47	23.86	10.24	94.09	73.54	26.61	16.88	161.49
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	5.02	2.02	3.00	23.01	6.64	6.61	9.76	28.00	20.28	5.30	2.42	56.04
		St. dev.	15.32	7.71	11.85	65.73	22.17	21.89	9.76	85.80	68.45	24.22	14.32	146.34
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	6.47	2.53	3.95	27.55	7.79	8.71	11.05	35.76	26.12	6.36	3.28	69.78
		St. dev.	19.87	9.15	15.91	76.77	25.49	26.77	11.05	106.33	81.21	30.16	20.45	183.70
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Discounter	All	Mean	8.17	3.57	4.60	37.42	13.95	12.62	10.84	44.23	27.59	12.56	4.08	89.82
		St. dev.	17.14	9.13	11.66	73.68	31.61	28.05	10.84	89.64	62.71	33.32	17.22	163.84
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	8.05	3.60	4.45	37.17	13.88	12.65	10.64	42.46	26.56	11.85	4.05	87.68
		St. dev.	16.89	9.14	11.26	72.91	31.59	28.34	10.64	85.77	61.11	30.49	17.42	158.76
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	8.37	3.53	4.85	37.82	14.07	12.57	11.18	47.19	29.32	13.75	4.13	93.39
		St. dev.	17.57	9.11	12.30	74.95	31.67	27.57	11.18	95.69	65.27	37.55	16.90	171.95
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Large store	All	Mean	47.11	17.14	29.97	156.65	47.99	44.65	64.01	159.15	103.25	33.92	21.97	362.91
		St. dev.	53.31	24.95	40.55	177.96	69.97	62.37	64.01	195.77	156.66	58.54	46.56	359.19
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	47.10	17.47	29.63	155.84	47.25	44.53	64.06	156.47	101.06	33.85	21.57	359.42
		St. dev.	52.35	25.02	39.88	174.30	68.90	61.42	64.06	190.23	152.83	58.32	45.54	347.57
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	47.13	16.60	30.53	158.00	49.23	44.85	63.92	163.60	106.91	34.04	22.64	368.72
		St. dev.	54.89	24.82	41.63	183.92	71.71	63.93	63.92	204.64	162.80	58.93	48.23	377.76
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	8.71	3.23	5.48	31.81	9.19	9.02	13.60	29.52	17.49	7.32	4.71	70.04
		St. dev.	26.61	12.38	18.41	106.96	34.88	35.28	13.60	97.82	64.48	37.76	20.09	212.01
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	6.80	2.52	4.28	23.76	6.56	6.67	10.53	21.17	12.48	5.07	3.62	51.73
		St. dev.	22.26	10.21	15.76	83.25	24.86	27.92	10.53	72.50	49.49	26.22	16.46	161.86
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	11.89	4.42	7.47	45.24	13.59	12.94	18.71	43.45	25.85	11.07	6.53	100.57
		St. dev.	32.35	15.25	21.98	136.65	46.73	44.66	18.71	128.26	83.04	51.34	24.91	273.37
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
Other retailer	All	Mean	.24	.04	.20	.62	.21	.18	.23	.97	.38	.17	.43	1.83
		St. dev.	3.50	.53	3.38	5.82	2.72	2.34	.23	9.79	4.91	2.72	6.84	15.44
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	.24	.03	.21	.54	.18	.13	.22	.92	.27	.17	.49	1.70
		St. dev.	3.84	.43	3.76	5.08	2.49	1.39	.22	8.91	3.34	2.74	7.34	14.40
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	.24	.05	.19	.76	.25	.26	.25	1.05	.55	.17	.32	2.05
		St. dev.	2.84	.66	2.64	6.87	3.07	3.37	.25	11.10	6.76	2.69	5.92	17.04
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739
All retailers	All	Mean	71.24	26.39	44.85	252.99	78.79	74.34	99.86	268.22	172.41	61.61	34.20	592.45
		St. dev.	59.11	29.10	47.02	215.43	84.92	78.17	99.86	247.84	195.96	85.67	58.97	422.74
		Obs.	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304	7,304
	Before Covid	Mean	68.59	25.83	42.76	242.05	74.89	71.04	96.12	252.30	161.72	58.24	32.35	562.94
		St. dev.	57.48	28.41	45.61	203.75	81.11	75.54	96.12	234.86	189.13	79.47	55.68	395.61
		Obs.	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565	4,565
	After Covid	Mean	75.66	27.34	48.32	271.24	85.30	79.85	106.09	294.75	190.22	67.25	37.28	641.64
		St. dev.	61.49	30.21	49.09	232.49	90.56	82.07	106.09	266.02	205.65	94.86	63.97	460.34
		Obs.	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739	2,739

Source: Own elaboration based on Kantar Worldpanel data.

Table A5. Midlands region - Average per capita purchases of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	13.22	4.93	8.29	15.98	.58	1.05	14.35	12.74	5.50	4.60	2.64	41.94
		St. dev.	57.76	41.99	34.91	57.20	5.37	11.79	14.35	63.99	42.01	24.01	31.98	130.01
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	13.06	5.13	7.93	15.96	.57	1.04	14.35	12.77	5.80	4.61	2.36	41.79
		St. dev.	58.51	43.60	33.74	58.00	5.17	11.71	14.35	65.27	44.62	24.27	30.04	130.33
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	13.48	4.58	8.90	16.00	.60	1.07	14.34	12.70	5.00	4.60	3.10	42.18
		St. dev.	56.49	39.17	36.76	55.85	5.70	11.92	14.34	61.80	37.26	23.57	34.97	129.49
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Convenience	All	Mean	25.92	19.82	6.11	54.08	19.22	22.01	12.85	62.37	51.58	4.47	6.32	142.38
		St. dev.	86.93	76.33	26.36	187.57	91.36	81.66	12.85	340.04	327.18	29.15	39.90	550.01
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	24.13	18.51	5.62	50.10	18.16	20.06	11.88	60.55	50.99	4.27	5.29	134.78
		St. dev.	84.45	74.84	25.08	191.19	97.84	81.99	11.88	390.89	382.54	31.17	32.48	602.27
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	28.91	21.99	6.92	60.71	20.99	25.25	14.47	65.42	52.57	4.82	8.03	155.04
		St. dev.	90.84	78.72	28.35	181.19	79.37	81.00	14.47	231.66	203.88	25.42	49.82	449.35
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Discounter	All	Mean	165.22	115.89	49.33	330.81	102.03	108.86	119.93	298.72	198.42	32.52	67.78	794.75
		St. dev.	298.02	234.42	108.33	539.42	191.73	199.48	119.93	526.04	361.82	87.25	233.51	1,209.47
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	162.62	114.07	48.55	327.76	100.77	107.50	119.49	297.77	200.37	31.34	66.06	788.15
		St. dev.	290.42	230.59	105.56	523.09	185.31	194.01	119.49	517.95	357.34	83.54	233.14	1,178.57
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	169.55	118.93	50.62	335.90	104.12	111.12	120.66	300.30	195.17	34.49	70.64	805.75
		St. dev.	310.26	240.65	112.78	565.60	201.96	208.28	120.66	539.30	369.15	93.09	234.12	1,259.30
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Large store	All	Mean	333.25	219.19	114.06	598.43	170.19	185.10	243.15	547.00	366.65	52.70	127.65	1,478.69
		St. dev.	381.67	305.86	161.83	636.79	240.17	238.86	243.15	678.71	515.81	103.95	265.23	1,429.04
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	327.71	216.71	110.99	597.95	166.86	182.99	248.10	544.78	369.01	51.66	124.11	1,470.43
		St. dev.	369.34	297.48	155.13	626.66	233.38	233.29	248.10	664.77	510.93	101.97	258.72	1,387.67
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	342.49	223.33	119.16	599.25	175.73	188.61	234.91	550.71	362.73	54.43	133.56	1,492.45
		St. dev.	401.24	319.32	172.31	653.38	251.01	247.85	234.91	701.37	523.86	107.16	275.65	1,495.46
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	65.56	40.61	24.95	132.69	35.65	40.18	56.86	111.98	71.32	11.39	29.26	310.23
		St. dev.	210.96	150.63	90.69	406.04	127.76	137.50	56.86	359.53	253.32	54.44	129.43	891.41
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	52.18	32.00	20.18	104.05	27.31	30.36	46.37	85.29	53.24	8.84	23.21	241.52
		St. dev.	187.43	135.99	79.22	347.83	107.36	111.90	46.37	298.34	204.09	47.33	112.89	755.61
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	87.85	54.96	32.90	180.43	49.54	56.54	74.35	156.45	101.44	15.66	39.35	424.74
		St. dev.	243.60	171.33	106.63	484.13	154.95	170.65	74.35	439.56	316.66	64.35	152.55	1,070.76
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Other retailer	All	Mean	1.70	1.38	.33	5.00	1.96	2.47	.57	5.30	3.47	.25	1.57	12.00
		St. dev.	16.88	15.21	5.09	58.92	24.45	34.45	.57	73.25	44.78	12.43	55.86	122.81
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	1.33	.98	.34	3.49	1.31	1.53	.65	3.88	2.17	.25	1.45	8.70
		St. dev.	13.51	11.38	5.47	45.02	18.19	23.19	.65	63.57	32.39	14.55	52.16	95.43
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	2.33	2.03	.30	7.52	3.03	4.04	.45	7.66	5.63	.26	1.77	17.50
		St. dev.	21.34	20.01	4.38	76.62	32.27	47.59	.45	86.97	59.93	7.69	61.54	158.10
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
All retailers	All	Mean	604.87	401.81	203.06	1,136.99	329.62	359.66	447.71	1,038.11	696.94	105.95	235.22	2,779.97
		St. dev.	457.30	385.94	201.99	777.81	318.97	309.42	447.71	885.35	707.51	160.82	380.66	1,642.82
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	581.02	387.41	193.61	1,099.30	314.99	343.48	440.84	1,005.03	681.58	100.97	222.48	2,685.36
		St. dev.	444.28	378.12	192.48	755.58	307.07	298.62	440.84	889.88	725.30	158.06	369.20	1,615.01
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	644.62	425.82	218.80	1,199.80	354.01	386.63	459.17	1,093.24	722.54	114.25	256.46	2,937.66
		St. dev.	475.61	397.52	216.01	809.68	336.49	324.87	459.17	875.05	676.09	164.98	398.15	1,676.47
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357

Source: Own elaboration based on Kantar Worldpanel data.

Table A6. Midlands region - Average per capita expenditure of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	2.78	.28	2.50	2.55	.15	.23	2.17	3.35	1.02	2.11	.22	8.67
		St. dev.	9.58	2.38	9.00	8.84	1.72	2.74	2.17	16.85	9.42	11.23	2.29	25.85
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	2.76	.29	2.46	2.47	.14	.21	2.12	3.35	1.04	2.10	.21	8.58
		St. dev.	9.75	2.54	9.11	8.32	1.38	2.38	2.12	16.78	9.61	10.68	2.30	25.18
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	2.81	.25	2.56	2.67	.17	.25	2.25	3.34	.98	2.13	.23	8.83
		St. dev.	9.31	2.10	8.82	9.63	2.18	3.25	2.25	16.97	9.10	12.08	2.26	26.94
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Convenience	All	Mean	4.63	1.99	2.63	14.20	4.26	4.73	5.22	16.97	12.75	3.27	.95	35.80
		St. dev.	14.72	7.99	10.35	48.81	20.68	17.42	5.22	72.00	62.10	22.67	6.14	122.53
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	4.28	1.93	2.35	13.06	4.03	4.21	4.82	15.93	12.01	3.12	.79	33.27
		St. dev.	13.38	8.06	8.85	48.97	22.41	17.01	4.82	75.49	66.95	24.47	5.15	125.21
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	5.19	2.09	3.10	16.11	4.63	5.60	5.88	18.72	13.98	3.52	1.21	40.02
		St. dev.	16.69	7.88	12.43	48.49	17.39	18.06	5.88	65.74	53.03	19.28	7.50	117.80
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Discounter	All	Mean	15.56	6.88	8.68	50.64	16.37	17.53	16.73	55.50	37.47	12.89	5.15	121.69
		St. dev.	27.03	13.80	18.20	85.89	32.41	33.15	16.73	94.35	69.03	33.60	18.21	186.51
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	15.40	6.92	8.48	50.62	16.41	17.58	16.63	54.47	36.96	12.54	4.96	120.49
		St. dev.	26.13	13.84	17.28	84.64	31.98	32.64	16.63	90.60	66.73	32.39	18.22	180.92
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	15.83	6.80	9.02	50.66	16.31	17.45	16.90	57.21	38.30	13.46	5.45	123.69
		St. dev.	28.47	13.75	19.63	87.96	33.12	33.99	16.90	100.25	72.71	35.53	18.18	195.46
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Large store	All	Mean	47.38	16.34	31.04	120.42	32.87	35.39	52.17	120.76	81.78	25.16	13.82	288.56
		St. dev.	53.10	23.37	40.99	137.65	48.81	50.92	52.17	167.06	128.57	51.40	30.79	305.51
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	46.97	16.80	30.17	120.71	32.82	35.24	52.65	119.93	81.92	24.57	13.44	287.62
		St. dev.	51.71	23.67	39.37	135.02	48.31	49.57	52.65	163.83	126.63	50.39	30.15	297.49
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	48.05	15.57	32.48	119.94	32.94	35.64	51.36	122.14	81.53	26.15	14.46	290.13
		St. dev.	55.34	22.85	43.52	141.92	49.64	53.09	51.36	172.32	131.74	53.04	31.82	318.43
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	10.10	3.26	6.84	27.59	7.24	7.92	12.43	25.37	16.56	5.67	3.13	63.06
		St. dev.	31.65	12.41	23.33	90.86	28.00	29.66	12.43	89.27	63.55	26.93	14.98	193.39
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	8.17	2.67	5.49	21.64	5.66	6.08	9.90	19.21	12.58	4.27	2.36	49.01
		St. dev.	28.09	11.42	20.54	77.96	24.47	24.68	9.90	73.33	52.25	21.74	11.55	163.06
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	13.32	4.24	9.08	37.51	9.88	11.00	16.63	35.64	23.21	8.01	4.41	86.47
		St. dev.	36.60	13.84	27.22	108.29	32.89	36.28	16.63	110.10	78.43	33.73	19.32	233.56
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
Other retailer	All	Mean	.34	.12	.22	.93	.40	.39	.14	.83	.58	.09	.15	2.10
		St. dev.	3.84	1.29	3.42	11.02	5.36	5.67	.14	9.35	7.09	3.29	4.85	20.05
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	.34	.10	.24	.67	.27	.24	.16	.60	.38	.09	.13	1.61
		St. dev.	4.03	1.14	3.70	8.86	4.07	3.85	.16	7.84	5.35	3.74	4.24	16.25
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	.35	.15	.20	1.36	.62	.63	.11	1.19	.91	.10	.18	2.91
		St. dev.	3.51	1.49	2.88	13.87	6.99	7.81	.11	11.42	9.28	2.36	5.72	25.13
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357
All retailers	All	Mean	80.79	28.87	51.92	216.33	61.29	66.19	88.85	222.77	150.16	49.20	23.41	519.88
		St. dev.	60.88	28.60	49.76	169.07	64.81	64.67	88.85	211.71	165.01	75.85	39.89	358.12
		Obs.	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952	16,952
	Before Covid	Mean	77.92	28.72	49.20	209.17	59.33	63.56	86.28	213.48	144.90	46.69	21.89	500.58
		St. dev.	58.58	28.75	47.05	163.20	63.68	61.85	86.28	207.40	162.51	74.98	37.81	347.14
		Obs.	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595	10,595
	After Covid	Mean	85.56	29.11	56.45	228.25	64.55	70.57	93.14	238.25	158.92	53.38	25.94	552.05
		St. dev.	64.25	28.35	53.67	177.81	66.54	68.90	93.14	217.84	168.75	77.12	43.01	373.52
		Obs.	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357	6,357

Source: Own elaboration based on Kantar Worldpanel data.

Table A7. North region - Average per capita purchases of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	19.76	9.23	10.53	23.48	1.36	2.31	19.80	17.48	8.08	6.14	3.26	60.72
		St. dev.	79.74	61.81	45.29	72.25	10.54	18.30	19.80	74.09	50.47	31.67	31.33	168.09
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	19.69	9.49	10.19	23.71	1.33	2.35	20.03	17.22	8.12	6.04	3.05	60.61
		St. dev.	79.41	61.88	44.87	70.89	10.79	17.94	20.03	70.65	48.36	30.79	30.75	163.13
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	19.88	8.79	11.10	23.10	1.42	2.25	19.43	17.91	8.01	6.29	3.61	60.90
		St. dev.	80.30	61.69	45.98	74.46	10.09	18.89	19.43	79.51	53.82	33.09	32.27	176.05
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Convenience	All	Mean	27.40	21.46	5.95	50.80	17.40	20.57	12.83	55.16	44.54	3.85	6.78	133.37
		St. dev.	97.58	87.51	27.15	159.88	68.52	75.65	12.83	191.68	169.04	23.54	48.96	390.25
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	26.21	20.77	5.44	46.94	16.27	18.53	12.14	51.73	42.07	3.65	6.00	124.88
		St. dev.	96.87	88.51	24.68	149.67	64.70	69.86	12.14	180.97	160.74	23.21	44.07	368.67
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	29.38	22.59	6.79	57.25	19.29	23.98	13.98	60.88	48.65	4.16	8.07	147.51
		St. dev.	98.74	85.80	30.81	175.41	74.43	84.31	13.98	208.18	181.98	24.08	56.15	423.42
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Discounter	All	Mean	161.26	115.23	46.03	319.94	101.89	107.50	110.55	292.31	199.06	30.40	62.86	773.52
		St. dev.	298.63	243.26	112.22	529.06	194.92	198.15	110.55	528.00	394.32	83.45	208.13	1,198.23
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	158.05	113.04	45.02	321.55	102.73	107.50	111.32	290.10	201.35	28.48	60.27	769.71
		St. dev.	288.49	236.14	108.80	526.44	195.28	198.05	111.32	510.60	390.62	71.33	195.05	1,170.81
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	166.61	118.89	47.73	317.25	100.49	107.49	109.27	296.00	195.24	33.58	67.18	779.86
		St. dev.	314.75	254.66	117.68	533.42	194.33	198.32	109.27	555.80	400.40	100.38	228.23	1,242.61
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Large store	All	Mean	342.40	223.17	119.23	586.67	158.56	179.29	248.82	537.22	350.99	50.60	135.63	1,466.29
		St. dev.	391.86	315.84	173.38	612.76	222.87	247.36	248.82	677.67	491.48	95.24	302.73	1,386.22
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	338.66	219.57	119.09	583.81	154.98	176.04	252.78	533.97	351.02	49.39	133.56	1,456.43
		St. dev.	387.84	313.22	172.41	593.62	213.31	242.06	252.78	661.82	484.85	91.77	295.49	1,344.11
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	348.63	229.18	119.45	591.44	164.52	184.69	242.23	542.65	350.95	52.61	139.09	1,482.72
		St. dev.	398.41	320.09	175.00	643.39	237.85	255.86	242.23	703.30	502.37	100.73	314.40	1,453.62
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	56.43	36.32	20.11	104.21	28.58	30.31	45.32	84.69	54.46	9.15	21.08	245.33
		St. dev.	211.98	156.51	88.86	375.76	129.50	124.05	45.32	329.15	231.35	49.11	124.44	836.33
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	40.85	24.92	15.94	75.87	19.67	21.03	35.18	58.67	37.65	6.02	15.00	175.39
		St. dev.	172.67	121.69	79.00	301.85	100.39	96.64	35.18	253.02	180.18	36.38	99.09	658.25
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	82.39	55.33	27.06	151.45	43.44	45.79	62.22	128.05	82.48	14.36	31.22	361.89
		St. dev.	262.80	200.18	102.84	470.22	166.05	158.40	62.22	423.33	295.58	64.68	157.38	1,058.94
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Other retailer	All	Mean	1.56	1.29	.27	3.77	1.60	1.49	.68	2.87	2.21	.17	.49	8.19
		St. dev.	18.45	17.90	3.53	52.31	30.43	22.07	.68	40.35	38.55	3.47	8.65	102.58
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	1.24	1.00	.24	2.71	1.13	1.06	.52	2.03	1.54	.15	.34	5.98
		St. dev.	15.14	14.73	3.24	37.30	20.38	17.11	.52	30.30	29.08	3.53	6.55	75.25
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	2.09	1.76	.32	5.53	2.38	2.20	.95	4.26	3.34	.19	.73	11.88
		St. dev.	22.91	22.18	3.98	70.52	42.14	28.47	.95	52.99	50.52	3.38	11.32	136.40
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
All retailers	All	Mean	608.81	406.70	202.11	1,088.87	309.39	341.47	438.01	989.74	659.34	100.29	230.10	2,687.42
		St. dev.	476.09	406.32	220.20	779.45	317.94	320.76	438.01	861.65	668.10	145.24	391.16	1,632.76
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	584.71	388.80	195.91	1,054.58	296.11	326.51	431.97	953.72	641.75	93.75	218.22	2,593.01
		St. dev.	465.04	396.74	216.15	757.01	305.28	314.44	431.97	831.17	653.17	132.25	372.71	1,577.92
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	648.99	436.54	212.45	1,146.01	331.53	366.41	448.08	1,049.76	688.66	111.19	249.91	2,844.76
		St. dev.	491.36	420.15	226.43	812.30	336.84	329.54	448.08	907.05	691.31	164.06	419.39	1,708.80
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215

Source: Own elaboration based on Kantar Worldpanel data.

Table A8. North region - Average per capita expenditure of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	3.79	.51	3.28	4.12	.30	.52	3.31	4.35	1.46	2.60	.28	12.26
		St. dev.	11.51	3.51	10.63	14.84	2.64	5.69	3.31	17.87	10.76	11.86	2.73	32.91
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	3.73	.51	3.22	4.05	.29	.51	3.25	4.24	1.42	2.54	.28	12.01
		St. dev.	11.30	3.38	10.46	14.19	2.57	5.97	3.25	16.62	9.77	11.41	2.90	31.27
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	3.89	.50	3.40	4.25	.31	.53	3.41	4.53	1.54	2.71	.28	12.67
		St. dev.	11.87	3.73	10.91	15.88	2.76	5.19	3.41	19.80	12.25	12.58	2.43	35.48
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Convenience	All	Mean	4.77	2.19	2.58	13.56	3.92	4.30	5.34	14.83	11.02	2.79	1.02	33.16
		St. dev.	16.19	9.08	11.34	43.16	15.80	15.67	5.34	54.05	44.11	17.21	7.48	99.09
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	4.49	2.20	2.29	12.49	3.63	3.85	5.01	13.66	10.19	2.59	.88	30.63
		St. dev.	14.92	9.45	9.72	40.08	14.82	14.29	5.01	50.85	41.89	16.56	6.44	91.64
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	5.24	2.17	3.07	15.36	4.42	5.07	5.88	16.77	12.40	3.12	1.25	37.37
		St. dev.	18.11	8.42	13.61	47.80	17.30	17.71	5.88	58.96	47.54	18.23	8.95	110.27
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Discounter	All	Mean	15.10	6.98	8.12	50.09	16.12	17.46	16.51	55.24	38.36	11.98	4.90	120.43
		St. dev.	26.56	14.26	17.58	83.36	31.35	32.52	16.51	101.82	79.68	30.13	16.78	190.21
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	14.80	6.98	7.82	50.82	16.50	17.72	16.61	54.27	38.03	11.57	4.67	119.90
		St. dev.	25.51	13.90	16.83	83.78	32.05	32.75	16.61	97.65	76.79	29.01	15.68	185.86
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	15.60	6.97	8.63	48.88	15.50	17.04	16.34	56.84	38.90	12.66	5.29	121.33
		St. dev.	28.22	14.84	18.74	82.65	30.13	32.12	16.34	108.40	84.27	31.91	18.47	197.26
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Large store	All	Mean	47.86	16.51	31.35	118.27	30.61	33.11	54.55	113.01	75.04	23.45	14.52	279.14
		St. dev.	52.87	24.30	40.75	132.12	46.03	44.78	54.55	144.12	109.45	43.47	32.46	275.15
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	47.80	16.82	30.98	118.22	30.57	32.81	54.84	111.28	74.26	22.80	14.21	277.30
		St. dev.	52.20	24.79	39.72	128.46	45.33	43.36	54.84	138.84	106.35	41.38	30.92	265.58
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	47.97	16.00	31.97	118.35	30.67	33.61	54.07	115.88	76.32	24.52	15.05	282.20
		St. dev.	53.97	23.44	42.41	138.00	47.17	47.05	54.07	152.47	114.43	46.72	34.87	290.39
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	8.39	2.84	5.55	21.59	5.72	6.10	9.78	18.82	12.21	4.42	2.19	48.80
		St. dev.	31.68	12.40	23.86	84.55	29.57	27.66	9.78	77.06	56.50	22.83	12.81	174.80
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	6.39	2.04	4.35	16.05	4.10	4.34	7.60	12.86	8.44	2.89	1.53	35.29
		St. dev.	27.57	10.11	21.27	70.73	24.52	22.54	7.60	59.26	44.57	16.97	10.10	140.65
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	11.72	4.17	7.55	30.84	8.42	9.02	13.40	28.74	18.50	6.96	3.28	71.31
		St. dev.	37.31	15.39	27.53	102.90	36.31	34.33	13.40	99.13	71.67	30.00	16.29	218.41
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
Other retailer	All	Mean	.26	.11	.15	.71	.30	.24	.17	.53	.37	.10	.07	1.51
		St. dev.	2.51	1.50	1.93	9.78	5.97	3.52	.17	7.13	6.53	2.01	1.23	17.39
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	.23	.09	.14	.53	.22	.17	.14	.38	.24	.09	.05	1.14
		St. dev.	2.15	1.31	1.69	7.12	4.10	2.63	.14	5.19	4.49	2.16	.98	12.39
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	.32	.14	.18	1.02	.45	.36	.21	.79	.59	.10	.10	2.13
		St. dev.	3.02	1.77	2.28	13.06	8.17	4.63	.21	9.52	8.95	1.75	1.57	23.44
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215
All retailers	All	Mean	80.17	29.13	51.04	208.36	56.98	61.73	89.65	206.77	138.46	45.33	22.98	495.30
		St. dev.	62.17	30.05	50.57	166.54	64.55	60.01	89.65	189.81	150.29	62.90	39.70	332.98
		Obs.	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240	27,240
	Before Covid	Mean	77.43	28.64	48.79	202.15	55.30	59.39	87.46	196.70	132.59	42.48	21.62	476.27
		St. dev.	60.48	30.02	48.71	161.09	62.63	58.10	87.46	180.01	143.47	58.79	37.06	317.74
		Obs.	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025	17,025
	After Covid	Mean	84.74	29.94	54.80	218.71	59.76	65.63	93.31	223.56	148.25	50.07	25.24	527.00
		St. dev.	64.63	30.09	53.32	174.75	67.55	62.88	93.31	204.01	160.54	68.95	43.65	354.69
		Obs.	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215	10,215

Source: Own elaboration based on Kantar Worldpanel data.

Table A9. South region - Average per capita purchases of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	Total	Fresh green	Other fresh	Processed vegetables	Total	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	6.82	2.95	3.87	8.83	.48	.92	7.43	7.87	3.28	3.12	1.47	23.53
		St. dev.	40.07	29.27	24.20	40.65	6.46	10.39	7.43	43.89	27.34	19.64	22.76	91.44
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	6.89	2.92	3.97	8.87	.44	.89	7.55	7.78	3.28	3.28	1.22	23.54
		St. dev.	39.92	28.08	26.06	40.25	6.31	9.18	7.55	43.51	26.43	21.82	22.19	88.23
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	6.71	3.01	3.70	8.77	.55	.97	7.25	8.03	3.28	2.86	1.88	23.51
		St. dev.	40.32	31.14	20.72	41.29	6.69	12.13	7.25	44.52	28.80	15.34	23.67	96.55
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Convenience	All	Mean	26.66	20.34	6.33	58.85	20.41	24.09	14.34	64.66	50.42	4.98	9.26	150.17
		St. dev.	88.66	77.59	26.21	179.79	78.77	82.43	14.34	215.15	180.31	25.71	78.33	418.75
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	24.05	18.26	5.79	52.18	17.96	21.26	12.96	59.13	45.81	4.59	8.73	135.36
		St. dev.	81.10	71.53	23.87	164.53	71.89	77.02	12.96	203.80	169.85	23.77	78.92	387.09
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	31.01	23.80	7.21	69.97	24.51	28.81	16.65	73.87	58.09	5.63	10.15	174.85
		St. dev.	99.85	86.65	29.68	202.21	88.93	90.53	16.65	232.57	196.27	28.64	77.33	465.75
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Discounter	All	Mean	117.61	81.27	36.34	269.07	88.18	91.35	89.54	240.06	161.15	27.36	51.56	626.75
		St. dev.	229.91	177.35	89.44	503.44	187.14	195.72	89.54	468.48	345.01	68.30	172.71	1,072.51
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	117.17	81.13	36.04	270.94	89.10	91.94	89.90	239.94	164.59	25.99	49.36	628.04
		St. dev.	223.61	173.84	86.76	491.74	183.69	187.43	89.90	456.51	342.06	64.38	167.68	1,041.20
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	118.35	81.51	36.84	265.97	86.64	90.38	88.96	240.27	155.43	29.64	55.21	624.60
		St. dev.	240.04	183.06	93.74	522.37	192.74	208.81	88.96	487.81	349.81	74.33	180.72	1,122.83
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Large store	All	Mean	343.94	230.28	113.66	679.90	202.70	211.33	265.87	634.35	419.72	63.03	151.60	1,658.19
		St. dev.	392.72	318.34	156.14	734.95	287.95	260.00	265.87	738.93	543.51	110.89	332.46	1,534.97
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	343.89	231.23	112.65	686.70	203.95	212.03	270.73	643.13	431.05	61.77	150.30	1,673.71
		St. dev.	385.96	317.55	151.76	720.15	284.32	255.54	270.73	735.62	550.40	106.23	325.41	1,505.15
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	344.04	228.69	115.35	668.56	200.62	210.18	257.76	619.71	400.83	65.14	153.75	1,632.32
		St. dev.	403.74	319.67	163.17	758.88	293.90	267.28	257.76	744.23	531.32	118.22	343.90	1,583.19
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	Total	Fresh green	Other fresh	Processed vegetables	Total	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	81.16	52.56	28.60	167.74	47.70	50.42	69.62	143.51	90.89	16.46	36.16	392.41
		St. dev.	230.97	173.50	92.34	443.87	150.53	150.48	69.62	423.06	290.24	65.74	161.63	1,002.64
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	60.06	37.76	22.31	127.76	35.03	36.55	56.18	106.48	66.03	11.76	28.69	294.30
		St. dev.	183.88	131.87	81.94	367.94	120.60	118.35	56.18	348.67	233.64	51.07	142.87	822.16
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	116.32	77.23	39.09	234.38	68.82	73.54	92.02	205.23	132.33	24.30	48.60	555.93
		St. dev.	289.71	224.32	106.65	540.99	188.34	190.24	92.02	518.26	361.83	84.16	188.14	1,229.45
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Other retailer	All	Mean	1.08	.83	.25	2.75	1.05	1.24	.45	2.43	1.76	.18	.48	6.25
		St. dev.	11.78	10.64	4.11	28.89	14.01	14.48	.45	27.62	22.70	3.87	13.21	56.52
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	.86	.62	.24	1.96	.72	.83	.41	1.74	1.08	.17	.49	4.56
		St. dev.	10.18	8.91	4.38	21.33	9.82	10.48	.41	20.41	12.66	3.58	14.08	39.18
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	1.44	1.18	.26	4.06	1.61	1.93	.52	3.57	2.90	.21	.46	9.07
		St. dev.	14.04	13.03	3.61	38.27	19.04	19.38	.52	36.58	33.24	4.30	11.63	77.13
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
All retailers	All	Mean	577.28	388.23	189.05	1,187.14	360.52	379.37	447.26	1,092.88	727.22	115.14	250.52	2,857.30
		St. dev.	439.39	371.92	190.25	841.30	354.43	323.79	447.26	880.86	679.45	147.59	412.94	1,638.21
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	552.92	371.92	181.00	1,148.40	347.18	363.51	437.72	1,058.19	711.84	107.55	238.80	2,759.51
		St. dev.	422.69	360.00	183.30	808.47	342.15	307.90	437.72	860.66	672.02	136.61	398.71	1,575.10
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	617.88	415.43	202.45	1,251.71	382.75	405.80	463.16	1,150.69	752.85	127.79	270.05	3,020.28
		St. dev.	463.08	389.48	200.61	889.65	372.98	347.07	463.16	910.66	690.93	163.49	434.95	1,726.14
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910

Source: Own elaboration based on Kantar Worldpanel data.

Table A10. South region - Average per capita expenditure of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	1.48	.17	1.31	1.61	.13	.23	1.25	2.27	.66	1.47	.14	5.36
		St. dev.	6.73	1.63	6.40	7.44	1.75	2.51	1.25	11.87	6.47	8.46	2.04	19.17
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	1.48	.17	1.32	1.57	.12	.23	1.22	2.24	.64	1.48	.11	5.29
		St. dev.	6.84	1.59	6.56	6.81	1.72	2.32	1.22	11.55	6.50	8.45	1.78	18.03
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	1.48	.18	1.31	1.69	.15	.23	1.30	2.32	.68	1.47	.17	5.48
		St. dev.	6.52	1.70	6.12	8.39	1.79	2.81	1.30	12.39	6.41	8.47	2.42	20.92
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Convenience	All	Mean	4.82	2.02	2.81	16.39	4.98	5.40	6.02	18.53	13.39	3.74	1.40	39.75
		St. dev.	15.86	7.78	11.98	49.65	19.15	18.25	6.02	62.95	48.75	19.25	11.32	111.24
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	4.33	1.85	2.48	14.49	4.39	4.71	5.39	16.45	11.74	3.43	1.28	35.27
		St. dev.	13.90	7.35	10.10	44.92	17.74	16.64	5.39	56.51	43.54	17.51	10.70	99.78
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	5.64	2.29	3.34	19.57	5.97	6.54	7.05	22.00	16.16	4.24	1.60	47.21
		St. dev.	18.65	8.43	14.58	56.53	21.25	20.60	7.05	72.31	56.28	21.82	12.29	127.75
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Discounter	All	Mean	11.71	5.01	6.69	42.92	14.66	15.18	13.09	47.16	31.13	12.05	3.98	101.79
		St. dev.	22.51	10.78	15.64	80.66	31.52	31.74	13.09	92.38	67.96	31.30	13.49	174.72
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	11.67	5.10	6.57	43.52	14.92	15.57	13.03	46.58	31.08	11.74	3.75	101.76
		St. dev.	22.09	10.76	15.37	79.75	31.07	31.84	13.03	88.46	65.88	30.22	12.83	169.32
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	11.77	4.87	6.90	41.92	14.21	14.53	13.18	48.13	31.22	12.56	4.36	101.83
		St. dev.	23.19	10.81	16.06	82.14	32.24	31.56	13.18	98.56	71.30	33.02	14.53	183.37
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Large store	All	Mean	48.51	17.67	30.84	144.25	42.17	42.04	60.04	144.76	95.22	32.14	17.41	337.53
		St. dev.	52.73	24.54	39.76	164.75	64.32	57.73	60.04	179.29	131.17	59.57	41.40	334.39
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	48.79	18.37	30.43	147.17	43.21	42.69	61.28	145.11	96.70	31.29	17.12	341.07
		St. dev.	52.01	25.18	38.75	164.23	64.91	57.52	61.28	175.87	131.20	56.03	39.42	329.29
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	48.04	16.52	31.52	139.38	40.45	40.95	57.98	144.19	92.75	33.55	17.89	331.62
		St. dev.	53.90	23.38	41.40	165.51	63.28	58.06	57.98	184.85	131.09	65.03	44.50	342.66
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	12.14	4.08	8.06	36.09	9.99	10.26	15.84	33.66	21.25	8.40	4.01	81.89
		St. dev.	33.97	13.87	24.96	103.39	33.15	33.72	15.84	106.29	73.33	32.83	20.78	222.83
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	9.13	3.01	6.12	27.33	7.44	7.39	12.50	24.56	15.31	6.26	2.98	61.01
		St. dev.	28.14	10.73	21.37	85.33	26.99	25.79	12.50	83.80	56.53	28.17	16.30	179.78
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	17.18	5.87	11.30	50.69	14.23	15.04	21.42	48.83	31.15	11.96	5.72	116.69
		St. dev.	41.45	17.78	29.73	126.62	41.08	43.44	21.42	134.37	94.11	39.15	26.52	276.78
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
Other retailer	All	Mean	.22	.07	.15	.53	.21	.20	.12	.51	.31	.11	.08	1.26
		St. dev.	2.96	.84	2.77	5.40	2.72	2.31	.12	6.23	4.10	2.94	3.41	11.10
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	.20	.05	.15	.39	.14	.13	.12	.38	.18	.11	.09	.97
		St. dev.	3.17	.71	3.06	4.17	1.85	1.67	.12	5.15	2.17	3.09	3.32	8.72
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	.24	.09	.15	.77	.32	.32	.13	.72	.52	.12	.08	1.73
		St. dev.	2.56	1.01	2.19	6.99	3.75	3.09	.13	7.70	6.08	2.68	3.56	14.19
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910
All retailers	All	Mean	78.88	29.02	49.86	241.80	72.14	73.30	96.36	246.88	161.96	57.90	27.02	567.57
		St. dev.	58.99	28.61	47.70	191.18	77.59	70.43	96.36	220.95	165.97	78.07	50.03	373.81
		Obs.	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760	23,760
	Before Covid	Mean	75.60	28.54	47.07	234.47	70.23	70.72	93.53	235.31	155.65	54.31	25.34	545.38
		St. dev.	56.63	28.32	45.32	185.11	76.16	67.70	93.53	209.27	159.10	73.12	46.21	356.59
		Obs.	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850	14,850
	After Covid	Mean	84.35	29.83	54.52	254.02	75.33	77.61	101.08	266.18	172.47	63.89	29.82	604.55
		St. dev.	62.34	29.07	51.10	200.30	79.82	74.58	101.08	237.91	176.33	85.37	55.70	398.16
		Obs.	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910	8,910

Source: Own elaboration based on Kantar Worldpanel data.

Table A11. Scotland - Average per capita purchases of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	24.49	7.62	16.87	23.46	1.05	1.63	20.78	18.51	8.16	6.26	4.09	66.46
		St. dev.	86.96	58.35	60.75	67.32	7.10	11.09	20.78	97.56	82.21	28.93	34.11	174.75
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	23.31	7.77	15.54	23.42	.99	1.73	20.70	16.16	7.51	5.64	3.01	62.89
		St. dev.	85.01	61.34	56.84	67.79	6.84	11.62	20.70	77.26	65.91	26.10	24.34	160.91
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	26.47	7.38	19.08	23.51	1.14	1.47	20.91	22.43	9.25	7.31	5.87	72.41
		St. dev.	90.09	52.98	66.71	66.55	7.51	10.15	20.91	124.14	103.84	33.08	45.95	195.53
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Convenience	All	Mean	31.52	23.16	8.36	48.47	14.76	19.99	13.72	58.17	44.52	4.03	9.62	138.15
		St. dev.	113.18	101.46	31.81	147.13	60.32	68.89	13.72	188.16	155.93	20.93	59.08	381.18
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	28.81	21.30	7.51	45.19	13.21	18.39	13.59	53.65	40.68	3.63	9.34	127.64
		St. dev.	106.62	96.48	28.72	138.56	54.75	64.26	13.59	178.40	148.49	18.59	56.32	354.88
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	36.04	26.25	9.79	53.92	17.33	22.64	13.94	65.70	50.92	4.69	10.10	155.66
		St. dev.	123.23	109.20	36.33	160.28	68.54	75.93	13.94	203.18	167.41	24.32	63.42	420.86
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Discounter	All	Mean	140.34	95.41	44.94	289.56	92.90	99.08	97.58	296.64	202.51	27.30	66.83	726.54
		St. dev.	252.36	193.58	106.25	479.77	178.44	182.98	97.58	522.98	383.02	64.26	223.23	1,099.88
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	136.66	94.04	42.62	286.33	90.47	98.77	97.09	296.67	206.71	25.21	64.74	719.66
		St. dev.	246.09	190.45	102.35	468.72	172.22	182.23	97.09	521.59	392.86	61.36	214.00	1,083.07
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	146.48	97.69	48.79	294.94	96.95	99.59	98.40	296.60	195.50	30.79	70.31	738.02
		St. dev.	262.40	198.69	112.35	497.67	188.31	184.25	98.40	525.37	365.96	68.68	237.82	1,127.41
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Large store	All	Mean	311.42	189.86	121.56	542.47	148.06	171.98	222.43	582.04	379.30	57.26	145.48	1,435.93
		St. dev.	332.89	257.06	162.09	582.18	223.16	215.96	222.43	723.88	567.73	105.51	308.68	1,345.47
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	312.56	192.54	120.02	540.89	145.66	170.02	225.21	584.88	381.88	56.79	146.20	1,438.33
		St. dev.	329.68	259.09	157.65	572.18	218.96	213.54	225.21	718.06	564.62	106.93	307.30	1,316.09
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	309.53	185.39	124.14	545.10	152.07	175.24	217.79	577.32	374.98	58.04	144.29	1,431.95
		St. dev.	338.21	253.61	169.23	598.55	229.97	219.94	217.79	733.56	572.92	103.10	311.02	1,393.25
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	41.75	24.10	17.65	81.96	21.08	25.06	35.83	86.92	48.28	8.93	29.72	210.64
		St. dev.	167.01	116.07	77.95	303.68	96.00	117.06	35.83	363.87	226.87	53.85	174.17	733.66
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	29.19	15.20	13.98	58.21	14.41	16.76	27.04	60.35	31.13	6.13	23.08	147.75
		St. dev.	132.79	86.46	71.94	246.98	82.76	91.52	27.04	291.30	170.13	44.21	156.75	585.95
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	62.70	38.93	23.77	121.54	32.19	38.89	50.47	131.21	76.85	13.59	40.77	315.45
		St. dev.	210.48	152.06	86.72	376.54	113.87	149.27	50.47	456.68	296.18	66.64	199.39	919.64
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Other retailer	All	Mean	1.22	.96	.26	2.21	.58	1.10	.53	2.16	1.35	.09	.73	5.59
		St. dev.	13.05	11.12	4.93	22.88	7.76	12.55	.53	26.53	18.13	1.44	18.40	51.94
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	.84	.71	.14	1.47	.36	.81	.30	1.38	.70	.06	.62	3.69
		St. dev.	9.54	9.27	2.32	15.65	5.48	10.43	.30	18.43	8.84	1.19	15.97	32.13
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	1.84	1.38	.46	3.45	.95	1.59	.92	3.47	2.42	.13	.91	8.76
		St. dev.	17.37	13.64	7.47	31.38	10.52	15.43	.92	36.16	27.29	1.77	21.86	73.88
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
All retailers	All	Mean	550.75	341.11	209.64	988.13	278.43	318.84	390.86	1,044.45	684.11	103.87	256.47	2,583.32
		St. dev.	411.43	336.36	207.08	736.81	297.55	294.70	390.86	911.65	723.46	143.52	427.64	1,560.35
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	531.37	331.56	199.80	955.52	265.11	306.49	383.92	1,013.08	668.62	97.46	246.99	2,499.96
		St. dev.	401.45	329.49	200.61	722.32	290.63	288.49	383.92	888.59	714.02	138.97	414.15	1,523.01
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	583.05	357.02	226.03	1,042.47	300.63	339.42	402.42	1,096.73	709.92	114.55	272.26	2,722.25
		St. dev.	425.65	346.97	216.47	757.33	307.51	303.70	402.42	946.67	738.30	150.20	448.86	1,611.36
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312

Source: Own elaboration based on Kantar Worldpanel data.

Table A12. Scotland - Average per capita expenditure of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	4.84	.42	4.42	3.96	.21	.28	3.47	4.60	1.68	2.58	.34	13.40
		St. dev.	13.30	3.30	12.66	11.64	1.48	2.07	3.47	24.72	20.95	11.24	2.81	34.51
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	4.51	.42	4.09	3.79	.20	.27	3.32	3.96	1.37	2.32	.28	12.27
		St. dev.	12.64	3.51	11.99	10.98	1.37	1.97	3.32	19.22	15.27	10.43	2.34	29.52
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	5.39	.41	4.98	4.24	.23	.30	3.71	5.66	2.19	3.01	.46	15.29
		St. dev.	14.32	2.92	13.68	12.66	1.65	2.22	3.71	31.82	27.96	12.47	3.45	41.45
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Convenience	All	Mean	6.20	2.32	3.88	14.23	3.68	4.59	5.96	17.31	13.05	2.83	1.42	37.74
		St. dev.	19.70	10.39	14.21	42.56	14.88	16.75	5.96	58.41	47.63	14.55	8.42	104.86
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	5.59	2.21	3.38	13.38	3.28	4.24	5.86	15.83	11.96	2.47	1.40	34.80
		St. dev.	17.63	10.09	12.02	41.23	13.51	16.44	5.86	55.28	46.05	12.86	8.16	100.20
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	7.22	2.50	4.73	15.64	4.34	5.16	6.14	19.77	14.87	3.44	1.46	42.63
		St. dev.	22.70	10.88	17.22	44.65	16.90	17.24	6.14	63.23	50.11	16.97	8.83	112.04
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Discounter	All	Mean	14.65	6.08	8.57	46.35	15.02	16.12	15.20	54.86	38.37	11.26	5.24	115.86
		St. dev.	26.44	12.57	18.90	76.73	29.47	29.67	15.20	95.72	74.45	26.23	16.58	177.50
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	14.04	6.01	8.03	46.13	14.82	16.24	15.07	54.46	38.85	10.65	4.96	114.63
		St. dev.	24.87	12.42	17.33	75.41	28.67	29.97	15.07	95.89	76.22	25.87	15.62	175.52
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	15.67	6.19	9.48	46.70	15.35	15.92	15.43	55.53	37.56	12.28	5.70	117.90
		St. dev.	28.83	12.82	21.24	78.90	30.74	29.19	15.43	95.45	71.40	26.78	18.05	180.77
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Large store	All	Mean	49.76	14.68	35.08	113.60	29.59	32.81	51.21	125.72	82.07	27.22	16.43	289.08
		St. dev.	51.19	20.25	41.83	131.91	47.91	46.12	51.21	163.65	126.89	51.57	37.36	291.77
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	49.54	15.26	34.28	113.87	29.59	32.75	51.53	125.19	81.94	26.79	16.46	288.60
		St. dev.	49.43	20.59	39.73	129.53	47.56	46.02	51.53	160.60	123.95	51.32	37.00	284.72
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	50.12	13.70	36.42	113.16	29.59	32.90	50.67	126.60	82.28	27.95	16.37	289.87
		St. dev.	54.00	19.63	45.10	135.80	48.50	46.30	50.67	168.63	131.67	51.98	37.94	303.20
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	6.70	1.86	4.83	17.26	4.21	4.62	8.43	18.80	11.10	4.31	3.39	42.76
		St. dev.	25.53	8.95	19.75	68.96	20.80	20.88	8.43	85.80	57.62	25.19	20.52	158.71
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	4.83	1.27	3.56	12.04	2.98	3.05	6.00	12.74	7.29	2.90	2.54	29.60
		St. dev.	21.45	7.50	16.96	54.47	18.68	15.45	6.00	65.18	44.67	18.73	17.75	124.30
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	9.81	2.85	6.96	25.97	6.26	7.23	12.48	28.89	17.43	6.65	4.81	64.68
		St. dev.	30.93	10.87	23.53	87.28	23.79	27.47	12.48	111.32	73.92	33.14	24.39	201.64
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
Other retailer	All	Mean	.21	.08	.13	.40	.11	.15	.14	.40	.25	.06	.10	1.01
		St. dev.	2.32	.94	1.96	4.31	1.51	1.80	.14	4.46	3.40	1.07	2.33	9.14
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	.15	.07	.08	.26	.06	.10	.10	.27	.14	.05	.09	.68
		St. dev.	1.44	.86	1.17	3.08	.95	1.30	.10	3.27	1.98	1.03	2.35	5.50
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	.32	.11	.22	.63	.18	.24	.21	.62	.43	.08	.11	1.56
		St. dev.	3.30	1.06	2.82	5.81	2.13	2.42	.21	5.93	4.93	1.13	2.29	13.11
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312
All retailers	All	Mean	82.36	25.44	56.92	195.80	52.82	58.57	84.41	221.68	146.50	48.27	26.92	499.84
		St. dev.	60.28	25.91	51.20	162.86	62.09	59.32	84.41	212.63	168.28	68.99	47.88	345.16
		Obs.	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832	8,832
	Before Covid	Mean	78.65	25.24	53.41	189.47	50.93	56.67	81.87	212.46	141.55	45.18	25.73	480.58
		St. dev.	56.73	25.73	47.29	158.10	61.33	58.07	81.87	203.84	162.96	65.90	45.94	334.02
		Obs.	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520	5,520
	After Covid	Mean	88.54	25.76	62.77	206.34	55.95	61.76	88.63	237.07	154.75	53.41	28.90	531.94
		St. dev.	65.32	26.22	56.64	170.01	63.22	61.22	88.63	225.72	176.49	73.57	50.89	360.73
		Obs.	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312

Source: Own elaboration based on Kantar Worldpanel data.

Table A13. Wales - Average per capita purchases of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	24.53	11.93	12.60	24.40	.88	2.63	20.88	14.12	5.22	4.88	4.03	63.05
		St. dev.	112.49	94.23	46.60	76.81	6.17	22.75	20.88	59.64	30.66	22.94	38.96	185.62
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	22.94	11.07	11.87	22.36	.83	2.51	19.02	13.82	5.82	4.63	3.37	59.13
		St. dev.	89.65	70.68	43.71	69.24	6.00	22.64	19.02	60.21	34.68	21.84	36.60	161.75
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	27.18	13.35	13.83	27.79	.97	2.84	23.97	14.62	4.22	5.28	5.12	69.59
		St. dev.	142.64	123.92	51.04	87.91	6.45	22.93	23.97	58.69	22.38	24.68	42.59	219.60
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Convenience	All	Mean	27.08	21.99	5.09	43.79	15.06	18.06	10.66	40.99	31.56	2.81	6.62	111.86
		St. dev.	98.70	92.43	20.86	135.96	60.60	66.89	10.66	147.92	122.12	15.08	52.50	319.05
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	24.69	20.06	4.63	39.61	13.33	16.20	10.09	37.09	28.52	2.57	6.00	101.39
		St. dev.	93.28	88.14	18.52	124.77	54.39	62.78	10.09	146.10	116.62	14.94	56.49	302.34
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	31.08	25.21	5.87	50.74	17.96	21.15	11.62	47.48	36.62	3.21	7.66	129.30
		St. dev.	107.04	99.09	24.24	152.58	69.66	73.15	11.62	150.71	130.65	15.32	45.06	344.49
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Discounter	All	Mean	167.61	116.18	51.42	327.30	102.48	113.88	110.94	279.12	185.43	32.66	61.03	774.02
		St. dev.	298.93	238.19	114.66	608.41	216.20	256.07	110.94	508.38	388.72	92.61	179.23	1,256.10
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	163.95	111.76	52.18	329.21	103.50	111.98	113.73	282.51	190.28	32.64	59.59	775.67
		St. dev.	289.68	226.12	116.28	595.23	213.57	239.51	113.73	510.39	396.69	94.36	177.74	1,239.50
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	173.70	123.55	50.16	324.10	100.78	117.04	106.28	273.47	177.33	32.71	63.43	771.28
		St. dev.	313.72	256.94	111.93	629.92	220.55	281.54	106.28	505.11	375.04	89.64	181.72	1,283.61
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Large store	All	Mean	404.62	267.80	136.82	608.78	161.41	188.48	258.89	540.78	346.78	52.36	141.64	1,554.19
		St. dev.	438.41	366.89	184.88	615.34	218.74	237.41	258.89	669.07	481.48	108.66	318.34	1,422.78
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	397.86	263.22	134.64	608.84	157.42	188.13	263.29	536.67	348.33	51.68	136.67	1,543.38
		St. dev.	431.25	361.83	177.91	620.90	214.06	242.31	263.29	666.90	485.01	104.23	310.89	1,425.96
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	415.89	275.43	140.46	608.68	168.07	189.05	251.56	547.63	344.21	53.50	149.92	1,572.20
		St. dev.	449.98	375.14	195.95	606.11	226.23	229.08	251.56	672.79	475.67	115.68	330.31	1,417.65
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (grams/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	66.04	41.89	24.15	126.46	32.24	36.28	57.93	103.94	66.02	10.46	27.46	296.44
		St. dev.	223.88	171.07	84.79	389.07	117.32	130.25	57.93	374.63	254.91	50.26	143.99	881.05
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	49.87	30.61	19.25	95.22	23.85	26.23	45.15	69.35	43.72	6.47	19.15	214.44
		St. dev.	195.03	146.24	76.50	336.40	101.15	107.59	45.15	288.22	183.86	34.43	112.99	730.04
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	93.00	60.68	32.32	178.51	46.22	53.05	79.24	161.59	103.19	17.10	41.30	433.10
		St. dev.	262.94	204.58	96.52	459.15	139.09	159.73	79.24	480.20	338.77	68.48	183.63	1,073.47
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Other retailer	All	Mean	1.53	1.26	.27	2.22	.94	.96	.33	3.35	1.97	.20	1.17	7.10
		St. dev.	18.21	16.17	3.93	31.98	17.11	15.33	.33	39.18	28.39	5.15	22.86	74.98
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	1.13	.82	.30	1.01	.37	.33	.30	1.89	1.14	.20	.55	4.03
		St. dev.	16.29	13.82	4.39	11.58	6.12	5.11	.30	21.56	16.81	5.37	11.97	37.26
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	2.21	2.00	.21	4.25	1.89	1.99	.37	5.77	3.36	.21	2.21	12.23
		St. dev.	21.01	19.45	2.99	49.99	26.78	24.12	.37	57.53	40.94	4.77	33.96	112.43
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
All retailers	All	Mean	691.42	461.05	230.37	1,132.94	313.02	360.29	459.63	982.30	636.98	103.37	241.95	2,806.66
		St. dev.	528.99	463.75	223.31	859.75	323.40	357.36	459.63	879.33	658.27	157.59	402.08	1,762.24
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	660.43	437.55	222.88	1,096.26	299.29	345.38	451.59	941.34	617.81	98.19	225.34	2,698.03
		St. dev.	512.47	445.05	216.07	844.36	312.57	341.10	451.59	862.74	649.04	152.79	379.83	1,739.13
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	743.07	500.22	242.85	1,194.08	335.91	385.13	473.04	1,050.57	668.92	112.01	269.63	2,987.71
		St. dev.	551.71	490.96	234.42	881.64	339.54	381.73	473.04	902.40	672.33	164.95	435.35	1,785.92
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896

Source: Own elaboration based on Kantar Worldpanel data.

Table A14. Wales - Average per capita expenditure of fruit and vegetables before and after Covid-19 lockdown

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Club and bargain store	All	Mean	4.30	.60	3.70	3.92	.17	.42	3.33	3.48	.98	2.20	.31	11.71
		St. dev.	13.23	4.04	11.98	12.59	1.12	3.74	3.33	13.64	8.15	9.32	2.97	29.25
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	4.02	.58	3.44	3.52	.16	.41	2.95	3.43	1.09	2.06	.28	10.97
		St. dev.	11.60	3.64	10.46	10.75	1.12	3.72	2.95	14.43	9.59	9.03	2.88	26.43
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	4.78	.62	4.15	4.58	.18	.45	3.95	3.57	.78	2.41	.37	12.93
		St. dev.	15.55	4.64	14.15	15.16	1.11	3.79	3.95	12.20	4.91	9.79	3.12	33.41
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Convenience	All	Mean	4.16	2.09	2.07	11.34	3.26	3.88	4.21	11.59	8.52	2.11	.97	27.10
		St. dev.	12.53	8.51	7.54	36.30	12.76	14.20	4.21	43.25	35.09	13.08	7.44	81.16
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	3.85	2.03	1.82	10.65	2.97	3.59	4.09	10.70	7.90	1.96	.84	25.19
		St. dev.	11.45	8.68	6.21	36.69	12.20	14.03	4.09	43.15	35.15	13.95	7.10	81.14
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	4.69	2.18	2.50	12.50	3.75	4.36	4.40	13.09	9.55	2.35	1.19	30.28
		St. dev.	14.14	8.21	9.34	35.62	13.63	14.48	4.40	43.38	34.98	11.49	7.97	81.12
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Discounter	All	Mean	16.19	7.21	8.99	49.28	15.90	17.59	15.79	52.78	35.21	13.04	4.52	118.25
		St. dev.	26.96	14.59	17.30	96.01	33.95	38.32	15.79	104.22	75.13	40.94	13.09	202.15
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	15.97	7.13	8.84	50.16	16.19	17.91	16.05	53.13	35.60	13.16	4.36	119.26
		St. dev.	26.28	14.15	17.07	95.11	33.78	38.15	16.05	103.81	75.35	42.06	12.63	200.64
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	16.56	7.33	9.23	47.81	15.40	17.06	15.35	52.19	34.57	12.83	4.79	116.56
		St. dev.	28.05	15.31	17.69	97.52	34.24	38.60	15.35	104.91	74.78	39.01	13.82	204.68
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Large store	All	Mean	54.99	19.74	35.25	121.14	31.25	34.16	55.73	114.82	76.19	23.38	15.25	290.94
		St. dev.	57.67	27.70	45.52	133.52	45.90	46.34	55.73	154.35	113.99	48.67	36.36	288.07
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	55.04	20.01	35.03	121.10	30.73	34.09	56.28	113.76	76.22	22.84	14.70	289.90
		St. dev.	57.52	28.08	44.86	133.09	45.18	46.48	56.28	154.32	113.60	47.47	34.97	288.82
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	54.90	19.28	35.62	121.20	32.12	34.26	54.83	116.58	76.13	24.29	16.15	292.69
		St. dev.	57.94	27.05	46.61	134.26	47.07	46.12	54.83	154.44	114.66	50.60	38.55	286.89
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896

Continues

Retailer type	Period	Statistic	Fruit and vegetable products (pence/per capita per week)											Total
			Potatoes			Vegetables (excl. potatoes)				Fruit				
			Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Online	All	Mean	9.78	3.11	6.67	25.43	6.38	6.91	12.14	22.27	14.34	5.03	2.89	57.48
		St. dev.	32.59	12.01	24.52	85.38	23.99	25.76	12.14	88.24	61.25	25.19	16.75	186.75
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	7.50	2.35	5.15	19.14	4.78	5.01	9.35	14.86	9.64	3.23	1.99	41.50
		St. dev.	29.30	10.76	22.31	74.84	20.29	21.31	9.35	67.28	43.27	20.52	12.51	156.30
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	13.58	4.37	9.21	35.92	9.05	10.08	16.79	34.61	22.18	8.03	4.40	84.11
		St. dev.	37.13	13.75	27.63	99.67	28.93	31.56	16.79	113.93	82.39	31.24	22.00	226.22
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
Other retailer	All	Mean	.25	.10	.14	.41	.17	.16	.08	.62	.34	.17	.12	1.27
		St. dev.	2.81	1.38	1.94	5.28	2.79	2.53	.08	9.79	5.04	7.72	2.24	13.98
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	.23	.08	.15	.21	.07	.06	.08	.47	.20	.21	.05	.91
		St. dev.	3.01	1.30	2.07	2.36	1.03	1.15	.08	10.33	3.36	9.71	.98	11.80
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	.28	.15	.13	.73	.33	.31	.09	.86	.56	.08	.22	1.87
		St. dev.	2.44	1.51	1.71	8.06	4.35	3.85	.09	8.83	6.99	1.44	3.42	16.98
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896
All retailers	All	Mean	89.67	32.85	56.83	211.51	57.12	63.11	91.28	205.56	135.58	45.92	24.06	506.75
		St. dev.	65.33	33.22	53.36	177.70	62.37	64.29	91.28	206.62	152.79	73.23	43.43	361.05
		Obs.	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056	5,056
	Before Covid	Mean	86.61	32.19	54.42	204.78	54.90	61.07	88.80	196.35	130.66	43.47	22.22	487.73
		St. dev.	64.05	33.39	51.36	175.48	60.38	63.06	88.80	203.63	149.58	72.45	39.91	359.15
		Obs.	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160
	After Covid	Mean	94.79	33.95	60.84	222.75	60.82	66.51	95.42	220.91	143.78	50.00	27.13	538.44
		St. dev.	67.10	32.91	56.33	180.82	65.40	66.17	95.42	210.68	157.71	74.35	48.59	362.06
		Obs.	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896	1,896

Source: Own elaboration based on Kantar Worldpanel data.

Table A15: Difference in the weekly average per capita purchases of fruit and vegetables before and during COVID-19 pandemic

	Difference of fruit and vegetable products (grams/per capita per week)											Total
	Potatoes			Vegetables (excl. potatoes)				Fruit				
	Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
East												
Club and bargain store	0.16	-0.36	0.52	1.02	-0.17	0.01	1.18*	0.31	-0.23	-0.43	0.97	1.49
Convenience	4.66*	4.05*	0.62	21.97*	7.78*	11.13*	3.07*	26.23*	22.68*	0.94	2.61	52.86*
Discounter	8.38	7.51*	0.87	4.18	-0.62	-0.22	5.01*	13.20	0.87	3.56*	8.76*	25.76
Large store	-1.50	-3.92	2.41	-18.30	-2.12	-5.21	-10.97*	-30.13	-27.90*	-0.34	-1.89	-49.93
Online	46.16*	30.58*	15.58*	91.31*	30.65*	30.06*	30.60*	91.55*	57.27*	10.02*	24.25*	229.02*
Other retailer	0.36*	0.32*	0.04	1.79*	0.73*	1.15*	-0.09*	2.07*	1.89*	-0.05	0.23	4.21*
All retailers	58.22*	38.18*	20.04*	101.97*	36.24*	36.92*	28.81*	103.22*	54.58*	13.70*	34.94*	263.41*
London												
Club and bargain store	1.00	0.56	0.44	0.68	0.06	0.39	0.23*	2.79	1.35	0.10	1.34*	4.47
Convenience	7.98*	6.30*	1.68*	15.70*	4.59*	7.61*	3.50*	18.01*	12.67*	1.33	4.02	41.70*
Discounter	3.47	1.42	2.05	8.39	4.47	1.34	2.59	12.92	7.69	4.40*	0.83	24.78
Large store	14.51	11.92	2.59	19.61	17.59*	9.35	-7.33	26.55	18.80	0.05	7.70	60.67
Online	39.17*	29.63*	9.54*	92.68*	34.02*	31.39*	27.28*	88.66*	54.30*	10.40*	23.96*	220.51*
Other retailer	0.27	0.26	0.01	1.04	0.45	0.41	0.18*	0.62	1.48	0.06	-0.92	1.93
All retailers	66.40*	50.08*	16.32*	138.10*	61.16*	50.48*	26.45*	149.54*	96.29*	16.33*	36.93*	354.05*
Midlands												
Club and bargain store	0.42	-0.55	0.97	0.04	0.02	0.03	-0.02	-0.07	-0.80	-0.01	0.74	0.40
Convenience	4.79*	3.48*	1.30*	10.60*	2.83*	5.19*	2.58*	4.88	1.58	0.55	2.74*	20.27*
Discounter	6.93	4.86	2.08	8.14	3.35	3.62	1.17	2.53	-5.20	3.15*	4.58	17.60
Large store	14.79*	6.62	8.17*	1.30	8.87*	5.62	-13.19*	5.94	-6.28	2.77	9.45*	22.02
Online	35.67*	22.96*	12.71*	76.38*	22.22*	26.18*	27.98*	71.16*	48.20*	6.83*	16.14*	183.21*
Other retailer	1.00*	1.04*	-0.04	4.03*	1.72*	2.51*	-0.20*	3.78*	3.46*	0.00	0.32	8.81*
All retailers	63.60*	38.41*	25.19*	100.49*	39.02*	43.15*	18.33*	88.21*	40.96*	13.28*	33.97*	252.31*
North												
Club and bargain store	0.20	-0.71	0.90	-0.61	0.09	-0.10	-0.59*	0.69	-0.11	0.25	0.56	0.29
Convenience	3.17*	1.82	1.35*	10.31*	3.02*	5.45*	1.84*	9.15*	6.57*	0.51	2.07*	22.63*
Discounter	8.56*	5.85	2.71	-4.30	-2.24	-0.02	-2.04	5.90	-6.11	5.10*	6.91*	10.15

Continues

	Difference of fruit and vegetable products (grams/per capita per week)											Total
	Potatoes			Vegetables (excl. potatoes)				Fruit				
	Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Large store	9.97*	9.61*	0.37	7.63	9.54*	8.65*	-10.56*	8.68	-0.07	3.22*	5.54	26.29
Online	41.54*	30.41*	11.12*	75.57*	23.77*	24.77*	27.04*	69.39*	44.83*	8.34*	16.22*	186.50*
Other retailer	0.84*	0.76*	0.08	2.83*	1.26*	1.14*	0.43*	2.23*	1.80*	0.04	0.39*	5.90*
All retailers	64.28*	47.74*	16.54*	91.43*	35.42*	39.90*	16.11*	96.03*	46.90*	17.44*	31.69*	251.74*
South												
Club and bargain store	-0.18	0.09	-0.27	-0.10	0.11	0.09	-0.30*	0.25	0.01	-0.42	0.66*	-0.03
Convenience	6.96*	5.54*	1.42*	17.79*	6.55*	7.54*	3.70*	14.74*	12.28*	1.04*	1.42	39.49*
Discounter	1.19	0.39	0.80	-4.97	-2.46	-1.57	-0.94	0.34	-9.16*	3.65*	5.84*	-3.44
Large store	0.16	-2.54	2.70	-18.14	-3.32	-1.84	-12.97*	-23.41*	-30.22*	3.37*	3.44	-41.40*
Online	56.26*	39.47*	16.79*	106.63*	33.80*	36.99*	35.84*	98.75*	66.30*	12.54*	19.91*	261.64*
Other retailer	0.58*	0.57*	0.01	2.10*	0.90*	1.09*	0.11*	1.83*	1.82*	0.05	-0.03	4.51*
All retailers	64.96*	43.51*	21.45*	103.31*	35.57*	42.30*	25.44*	92.50*	41.01*	20.23*	31.25*	260.77*
Scotland												
Club and bargain store	3.16	-0.38	3.54*	0.08	0.14	-0.27	0.21	6.27*	1.74	1.67*	2.86*	9.51*
Convenience	7.23*	4.95*	2.28*	8.73*	4.12*	4.25*	0.36	12.05*	10.24*	1.06*	0.76	28.02*
Discounter	9.82	3.64	6.17*	8.61	6.48	0.82	1.31	-0.06	-11.21	5.58*	5.57	18.37
Large store	-3.03	-7.15	4.12	4.21	6.41	5.22	-7.42	-7.56	-6.90	1.25	-1.91	-6.38
Online	33.51*	23.72*	9.79*	63.33*	17.78*	22.13*	23.43*	70.86*	45.72*	7.45*	17.69*	167.70*
Other retailer	0.99*	0.67*	0.33*	1.98*	0.58*	0.78*	0.62*	2.09*	1.73*	0.07	0.30	5.07*
All retailers	51.68*	25.45*	26.23*	86.95*	35.52*	32.93*	18.50*	83.65*	41.30*	17.08*	25.26*	222.29*
Wales												
Club and bargain store	4.24	2.28	1.96	5.43*	0.14	0.33	4.95*	0.80	-1.60*	0.65	1.75	10.47
Convenience	6.39*	5.15	1.24	11.12*	4.64*	4.95*	1.53*	10.39*	8.10*	0.64	1.66	27.90*
Discounter	9.76	11.78	-2.03	-5.11	-2.71	5.06	-7.46*	-9.04	-12.96	0.07	3.84	-4.39
Large store	18.03	12.22	5.82	-0.16	10.66	0.92	-11.74	10.95	-4.12	1.82	13.24	28.83
Online	43.13*	30.07*	13.07*	83.28*	22.37*	26.82*	34.09*	92.24*	59.47*	10.63*	22.15*	218.66*
Other retailer	1.08	1.17*	-0.09	3.25*	1.53*	1.66*	0.06*	3.88*	2.22*	0.01	1.65*	8.21*
All retailers	82.63*	62.67*	19.97*	97.81*	36.62*	39.75*	21.44	109.23*	51.11*	13.82*	44.29*	289.67*

Source: Own elaboration based on Kantar Worldpanel data.
Note: '*' stands for statistically significant at 5 per cent.

Table A16: Retailer importance on the expenditure of fruit and vegetables before and during COVID-19 lockdown

	Period	Fruit and vegetable products (percentages)											Total
		Potatoes			Vegetables (excl. potatoes)				Fruit				
		Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
East	**Chi²**	**1.68**	**2.25***	**1.44**	**2.18***	**2.36***	**2.79***	**1.79**	**2.20***	**2.33***	**1.73**	**3.28***	**2.08***
Club&bargain store	T	2.60	0.98	3.51	1.05	0.42	0.50	1.93	1.18	0.56	3.15	0.86	1.33
	B	2.66	1.02	3.62	1.04	0.47	0.49	1.89	1.25	0.57	3.45	0.79	1.36
	D	2.52	0.92	3.35	1.07	0.35	0.52	2.00	1.07	0.53	2.70	0.96	1.28
Convenience	T	5.98	6.25	5.82	6.53	6.45	7.34	5.99	6.45	7.13	5.29	4.78	6.42
	B	5.88	5.96	5.84	5.84	5.70	6.19	5.69	5.80	6.17	5.22	4.68	5.83
	D	6.11	6.73	5.79	7.59	7.62	9.12	6.44	7.45	8.60	5.38	4.91	7.32
Discounter	T	14.95	17.50	13.51	17.45	19.74	20.04	13.84	19.19	19.93	19.24	14.62	17.87
	B	15.28	17.46	14.00	18.04	20.61	20.80	14.05	19.50	20.41	19.31	14.26	18.30
	D	14.44	17.57	12.82	16.55	18.39	18.85	13.52	18.72	19.19	19.15	15.14	17.22
Large store	T	60.88	60.74	60.96	59.00	57.44	57.24	61.47	59.14	59.01	57.97	62.39	59.33
	B	63.23	63.76	62.92	61.85	60.08	60.37	64.28	62.07	61.95	60.21	66.71	62.14
	D	57.35	55.80	58.14	54.63	53.35	52.39	57.20	54.74	54.52	54.60	56.25	55.06
Online	T	15.40	14.31	16.00	15.74	15.63	14.57	16.70	13.87	13.20	14.25	17.11	14.86
	B	12.76	11.63	13.42	13.05	12.89	11.93	14.01	11.27	10.79	11.71	13.33	12.22
	D	19.37	18.71	19.71	19.88	19.86	18.67	20.77	17.78	16.87	18.07	22.49	18.87
Other retailer	T	0.19	0.21	0.19	0.21	0.31	0.31	0.07	0.16	0.17	0.10	0.23	0.19
	B	0.18	0.18	0.19	0.17	0.24	0.22	0.07	0.11	0.10	0.09	0.22	0.15
	D	0.21	0.25	0.19	0.29	0.42	0.45	0.07	0.24	0.28	0.11	0.24	0.25
All retailers	T	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	B	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	D	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Continues

	Period	Fruit and vegetable products (percentages)											Total
		Potatoes			Vegetables (excl. potatoes)				Fruit				
		Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
London	**Chi²**	**1.74**	**2.14***	**1.55**	**2.18***	**2.46***	**2.46***	**1.90**	**2.17***	**2.08***	**2.99***	**2.13***	**2.10***
Club&bargain store	T	2.03	0.74	2.79	0.70	0.48	0.64	0.93	1.28	0.71	3.16	0.77	1.12
	B	2.01	0.70	2.80	0.71	0.51	0.62	0.94	1.30	0.66	3.44	0.61	1.13
	D	2.06	0.79	2.78	0.69	0.43	0.67	0.92	1.25	0.77	2.75	1.00	1.11
Convenience	T	7.82	8.38	7.48	9.77	8.97	9.95	10.26	11.52	13.03	9.24	8.03	10.33
	B	7.32	7.83	7.02	9.51	8.87	9.30	10.15	11.10	12.54	9.10	7.49	9.95
	D	8.56	9.25	8.17	10.16	9.13	10.91	10.42	12.13	13.73	9.45	8.80	10.88
Discounter	T	11.47	13.54	10.25	14.79	17.71	16.98	10.86	16.49	16.00	20.39	11.94	15.16
	B	11.74	13.95	10.40	15.36	18.53	17.81	11.07	16.83	16.42	20.35	12.53	15.58
	D	11.07	12.91	10.03	13.94	16.50	15.74	10.54	16.01	15.41	20.44	11.07	14.55
Large store	T	66.13	64.96	66.82	61.92	60.91	60.06	64.10	59.33	59.89	55.05	64.25	61.26
	B	68.67	67.65	69.29	64.39	63.09	62.69	66.65	62.02	62.49	58.12	66.68	63.85
	D	62.29	60.71	63.18	58.25	57.71	56.16	60.25	55.50	56.20	50.63	60.74	57.47
Online	T	12.22	12.24	12.21	12.57	11.67	12.14	13.62	11.01	10.14	11.88	13.78	11.82
	B	9.91	9.74	10.02	9.82	8.75	9.40	10.96	8.39	7.72	8.71	11.19	9.19
	D	15.71	16.16	15.45	16.68	15.93	16.20	17.64	14.74	13.59	16.47	17.51	15.67
Other retailer	T	0.34	0.15	0.45	0.24	0.26	0.24	0.23	0.36	0.22	0.28	1.24	0.31
	B	0.35	0.12	0.48	0.22	0.24	0.18	0.23	0.37	0.17	0.29	1.50	0.30
	D	0.32	0.18	0.39	0.28	0.30	0.32	0.23	0.36	0.29	0.26	0.87	0.32
All retailers	T	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	B	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	D	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Continues

	Period	Fruit and vegetable products (percentages)											Total
		Potatoes			Vegetables (excl. potatoes)				Fruit				
		Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Midlands	**Chi²**	**1.22**	**1.47**	**1.15**	**1.85**	**1.81**	**2.17***	**1.78**	**1.83**	**1.94**	**1.64**	**1.88**	**1.71**
Club&bargain store	T	3.44	0.96	4.82	1.18	0.25	0.34	2.44	1.50	0.68	4.29	0.92	1.67
	B	3.54	1.02	5.01	1.18	0.24	0.34	2.45	1.57	0.72	4.49	0.95	1.71
	D	3.29	0.87	4.54	1.17	0.27	0.35	2.42	1.40	0.62	4.00	0.89	1.60
Convenience	T	5.73	6.90	5.07	6.57	6.94	7.15	5.87	7.62	8.49	6.65	4.06	6.89
	B	5.50	6.72	4.79	6.24	6.79	6.62	5.59	7.46	8.29	6.69	3.62	6.65
	D	6.07	7.19	5.49	7.06	7.17	7.94	6.31	7.86	8.80	6.60	4.68	7.25
Discounter	T	19.26	23.83	16.72	23.41	26.71	26.49	18.83	24.91	24.95	26.19	21.98	23.41
	B	19.77	24.11	17.23	24.20	27.66	27.67	19.27	25.51	25.51	26.86	22.67	24.07
	D	18.50	23.37	15.98	22.19	25.27	24.73	18.14	24.01	24.10	25.21	21.01	22.41
Large store	T	58.65	56.60	59.78	55.67	53.62	53.47	58.72	54.21	54.46	51.14	59.03	55.51
	B	60.28	58.50	61.32	57.71	55.32	55.44	61.03	56.18	56.54	52.63	61.38	57.46
	D	56.16	53.48	57.55	52.55	51.03	50.50	55.15	51.27	51.31	48.98	55.73	52.55
Online	T	12.50	11.30	13.17	12.75	11.81	11.97	13.99	11.39	11.03	11.53	13.37	12.13
	B	10.48	9.31	11.17	10.34	9.54	9.56	11.48	9.00	8.68	9.14	10.78	9.79
	D	15.57	14.57	16.09	16.43	15.30	15.59	17.86	14.96	14.61	15.01	17.02	15.66
Other retailer	T	0.42	0.41	0.43	0.43	0.65	0.59	0.16	0.37	0.39	0.19	0.64	0.40
	B	0.43	0.34	0.49	0.32	0.46	0.38	0.18	0.28	0.26	0.19	0.61	0.32
	D	0.41	0.52	0.35	0.60	0.96	0.90	0.12	0.50	0.57	0.20	0.68	0.53
All retailers	T	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	B	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	D	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Continues

	Period	Fruit and vegetable products (percentages)											Total
		Potatoes			Vegetables (excl. potatoes)				Fruit				
		Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
North	**Chi²**	**1.67**	**2.52***	**1.36**	**2.17***	**2.65***	**2.58***	**1.68**	**2.42***	**2.39***	**2.75***	**2.21***	**2.16***
Club&bargain store	T	4.73	1.73	6.44	1.98	0.52	0.83	3.69	2.10	1.06	5.74	1.23	2.48
	B	4.81	1.78	6.59	2.00	0.52	0.86	3.72	2.15	1.07	5.98	1.30	2.52
	D	4.60	1.65	6.20	1.94	0.52	0.80	3.65	2.03	1.04	5.41	1.13	2.40
Convenience	T	5.95	7.51	5.06	6.51	6.89	6.97	5.95	7.17	7.96	6.15	4.43	6.69
	B	5.80	7.68	4.69	6.18	6.56	6.47	5.73	6.95	7.69	6.09	4.07	6.43
	D	6.18	7.24	5.60	7.02	7.39	7.72	6.30	7.50	8.37	6.23	4.94	7.09
Discounter	T	18.84	23.96	15.91	24.04	28.30	28.29	18.41	26.71	27.70	26.42	21.34	24.32
	B	19.11	24.37	16.03	25.14	29.83	29.83	18.99	27.59	28.68	27.22	21.62	25.17
	D	18.41	23.29	15.75	22.35	25.93	25.97	17.51	25.43	26.24	25.29	20.94	23.02
Large store	T	59.70	56.68	61.42	56.76	53.72	53.64	60.85	54.65	54.19	51.73	63.20	56.36
	B	61.73	58.72	63.50	58.48	55.27	55.25	62.71	56.57	56.01	53.68	65.72	58.22
	D	56.60	53.43	58.34	54.11	51.33	51.21	57.94	51.84	51.48	48.97	59.60	53.55
Online	T	10.46	9.74	10.87	10.36	10.04	9.88	10.90	9.10	8.82	9.75	9.51	9.85
	B	8.25	7.12	8.91	7.94	7.42	7.31	8.69	6.54	6.37	6.81	7.06	7.41
	D	13.83	13.92	13.78	14.10	14.09	13.74	14.36	12.86	12.48	13.91	13.01	13.53
Other retailer	T	0.33	0.37	0.30	0.34	0.53	0.39	0.19	0.26	0.27	0.21	0.29	0.30
	B	0.30	0.32	0.28	0.26	0.39	0.28	0.16	0.20	0.18	0.22	0.22	0.24
	D	0.37	0.46	0.33	0.47	0.75	0.55	0.23	0.35	0.40	0.20	0.39	0.40
All retailers	T	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	B	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	D	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Continues

	Period	Fruit and vegetable products (percentages)											Total
		Potatoes			Vegetables (excl. potatoes)				Fruit				
		Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
South	**Chi²**	**2.75***	**3.65***	**2.32***	**3.04***	**3.28***	**3.74***	**2.46***	**2.87***	**3.40***	**2.08***	**2.26***	**2.91***
Club&bargain store	T	1.88	0.59	2.63	0.67	0.18	0.31	1.30	0.92	0.41	2.54	0.50	0.94
	B	1.96	0.59	2.79	0.67	0.18	0.32	1.30	0.95	0.41	2.72	0.45	0.97
	D	1.76	0.59	2.40	0.66	0.19	0.30	1.29	0.87	0.39	2.29	0.58	0.91
Convenience	T	6.11	6.94	5.63	6.78	6.91	7.36	6.24	7.51	8.27	6.45	5.19	7.00
	B	5.73	6.47	5.28	6.18	6.25	6.66	5.77	6.99	7.54	6.32	5.06	6.47
	D	6.68	7.69	6.13	7.70	7.93	8.43	6.98	8.26	9.37	6.64	5.38	7.81
Discounter	T	14.84	17.27	13.42	17.75	20.32	20.71	13.58	19.10	19.22	20.81	14.73	17.93
	B	15.43	17.86	13.96	18.56	21.25	22.02	13.93	19.79	19.97	21.62	14.81	18.66
	D	13.95	16.34	12.65	16.50	18.87	18.72	13.04	18.08	18.10	19.65	14.61	16.84
Large store	T	61.50	60.90	61.85	59.66	58.46	57.35	62.31	58.64	58.79	55.50	64.42	59.47
	B	64.54	64.36	64.65	62.77	61.53	60.36	65.52	61.67	62.13	57.60	67.55	62.54
	D	56.96	55.39	57.81	54.87	53.70	52.76	57.36	54.17	53.78	52.51	59.98	54.85
Online	T	15.39	14.07	16.17	14.93	13.84	14.00	16.44	13.63	13.12	14.51	14.84	14.43
	B	12.07	10.54	13.00	11.66	10.60	10.45	13.36	10.44	9.84	11.53	11.78	11.19
	D	20.36	19.69	20.73	19.96	18.88	19.38	21.19	18.34	18.06	18.72	19.19	19.30
Other retailer	T	0.28	0.23	0.30	0.22	0.29	0.27	0.13	0.21	0.19	0.19	0.31	0.22
	B	0.27	0.18	0.32	0.17	0.20	0.19	0.12	0.16	0.12	0.20	0.34	0.18
	D	0.29	0.31	0.28	0.30	0.42	0.41	0.13	0.27	0.30	0.18	0.27	0.29
All retailers	T	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	B	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	D	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Continues

	Period	Fruit and vegetable products (percentages)											Total
		Potatoes			Vegetables (excl. potatoes)				Fruit				
		Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Scotland	**Chi²**	**1.90**	**2.83***	**1.60**	**2.44***	**2.17***	**2.80***	**2.48***	**2.64***	**2.92***	**2.47***	**2.29***	**2.41***
Club&bargain store	T	5.88	1.64	7.77	2.02	0.40	0.48	4.11	2.08	1.14	5.35	1.28	2.68
	B	5.74	1.67	7.66	2.00	0.40	0.48	4.05	1.87	0.97	5.13	1.08	2.55
	D	6.09	1.59	7.93	2.06	0.41	0.49	4.19	2.39	1.42	5.64	1.58	2.87
Convenience	T	7.53	9.11	6.82	7.27	6.96	7.83	7.07	7.81	8.91	5.87	5.28	7.55
	B	7.10	8.76	6.32	7.06	6.44	7.49	7.16	7.45	8.45	5.47	5.43	7.24
	D	8.16	9.69	7.53	7.58	7.76	8.36	6.93	8.34	9.61	6.44	5.06	8.01
Discounter	T	17.79	23.90	15.06	23.67	28.44	27.52	18.01	24.75	26.19	23.33	19.46	23.18
	B	17.85	23.81	15.03	24.35	29.10	28.67	18.40	25.63	27.45	23.57	19.29	23.85
	D	17.70	24.04	15.10	22.63	27.44	25.77	17.41	23.42	24.27	22.99	19.71	22.16
Large store	T	60.42	57.70	61.63	58.02	56.02	56.01	60.67	56.71	56.02	56.40	61.03	57.83
	B	62.99	60.47	64.18	60.10	58.09	57.79	62.94	58.92	57.89	59.29	63.98	60.05
	D	56.61	53.19	58.01	54.84	52.89	53.27	57.17	53.40	53.17	52.33	56.64	54.49
Online	T	8.13	7.32	8.49	8.82	7.98	7.89	9.99	8.48	7.57	8.93	12.60	8.55
	B	6.14	5.02	6.66	6.35	5.86	5.39	7.33	6.00	5.15	6.43	9.88	6.16
	D	11.08	11.08	11.09	12.59	11.19	11.71	14.08	12.19	11.27	12.45	16.64	12.16
Other retailer	T	0.26	0.32	0.23	0.20	0.20	0.26	0.16	0.18	0.17	0.12	0.36	0.20
	B	0.19	0.26	0.15	0.14	0.12	0.18	0.12	0.13	0.10	0.10	0.35	0.14
	D	0.36	0.41	0.34	0.30	0.32	0.39	0.23	0.26	0.28	0.15	0.37	0.29
All retailers	T	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	B	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	D	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Continues

	Period	Fruit and vegetable products (percentages)											Total
		Potatoes			Vegetables (excl. potatoes)				Fruit				
		Total	Fresh	Processed	**Total**	Fresh green	Other fresh	Processed vegetables	**Total**	Fresh fruit	Processed fruit	Fruit juices	
Wales	**Chi²**	**1.73**	**1.84**	**1.73**	**2.37***	**2.34***	**2.76***	**2.27***	**3.36***	**3.49***	**3.86***	**2.90***	**2.57***
Club&bargain store	T	4.80	1.82	6.52	1.85	0.29	0.67	3.65	1.70	0.72	4.78	1.30	2.31
	B	4.64	1.82	6.31	1.72	0.29	0.66	3.33	1.75	0.84	4.75	1.25	2.25
	D	5.04	1.84	6.82	2.06	0.29	0.68	4.14	1.62	0.54	4.83	1.37	2.40
Convenience	T	4.64	6.36	3.65	5.36	5.71	6.14	4.61	5.64	6.28	4.59	4.03	5.35
	B	4.44	6.31	3.34	5.20	5.41	5.87	4.60	5.45	6.05	4.51	3.77	5.16
	D	4.95	6.44	4.11	5.61	6.16	6.55	4.61	5.93	6.64	4.70	4.39	5.62
Discounter	T	18.06	21.94	15.82	23.30	27.83	27.88	17.29	25.67	25.97	28.39	18.80	23.33
	B	18.44	22.15	16.25	24.49	29.50	29.33	18.07	27.06	27.25	30.28	19.63	24.45
	D	17.48	21.61	15.17	21.46	25.31	25.65	16.09	23.63	24.04	25.66	17.67	21.65
Large store	T	61.32	60.09	62.03	57.27	54.71	54.12	61.06	55.86	56.19	50.93	63.37	57.41
	B	63.55	62.17	64.36	59.14	55.97	55.82	63.38	57.94	58.33	52.54	66.16	59.44
	D	57.92	56.81	58.54	54.41	52.81	51.50	57.46	52.77	52.95	48.59	59.54	54.36
Online	T	10.91	9.47	11.74	12.03	11.17	10.95	13.30	10.83	10.58	10.95	12.02	11.34
	B	8.66	7.31	9.46	9.35	8.70	8.20	10.53	7.57	7.38	7.43	8.95	8.51
	D	14.32	12.87	15.13	16.13	14.89	15.15	17.60	15.67	15.43	16.05	16.22	15.62
Other retailer	T	0.27	0.32	0.25	0.19	0.29	0.25	0.09	0.30	0.25	0.36	0.48	0.25
	B	0.26	0.24	0.28	0.10	0.13	0.10	0.09	0.24	0.16	0.49	0.25	0.19
	D	0.29	0.44	0.21	0.33	0.54	0.47	0.10	0.39	0.39	0.17	0.80	0.35
All retailers	T	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	B	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	D	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Source: Own elaboration based on Kantar Worldpanel data.

Note: T stands for the entire period, B for before COVID-19 lockdown and D during the lockdown period. Chi^2 is the test for the null hypothesis that the distributions before and during COVID-19 are the same. *' indicates that the null hypothesis is rejected at 5 per cent significance.