



The Welsh Local Shop Report 2026

A report by the Association of Convenience Stores

#LSRWales

ACS | the voice of
local shops

Introduction

There are **50,486** convenience stores in mainland UK

3,069 of these stores are in **Wales**

Wales has **more shops per head** than any other part of mainland UK

The ACS Welsh Local Shop Report showcases the value that Wales' 3,000+ convenience stores provide as community hubs, local employers of over 24,400 people, and significant contributors to the Welsh economy. ACS represents the Welsh convenience sector to the Welsh Government, acting as a united voice on issues like business rates, product regulation and crime. The information in this report is gathered from our own primary research with independent and symbol group retailers, in addition to multiple and cooperative businesses, and support from respected secondary sources. For more information about the wider UK convenience sector, please see ACS' Local Shop Report 2025 which is available at [ACS.org.uk](https://www.acs.org.uk)

Why we are important

£3bn total sales

£638m in GVA

24,400+ jobs

Investment

Over the last year, convenience stores in Wales have invested over **£52m** in their businesses

73% of fund investments from **own reserves***

Refrigeration is the most common area of investment

Who we are

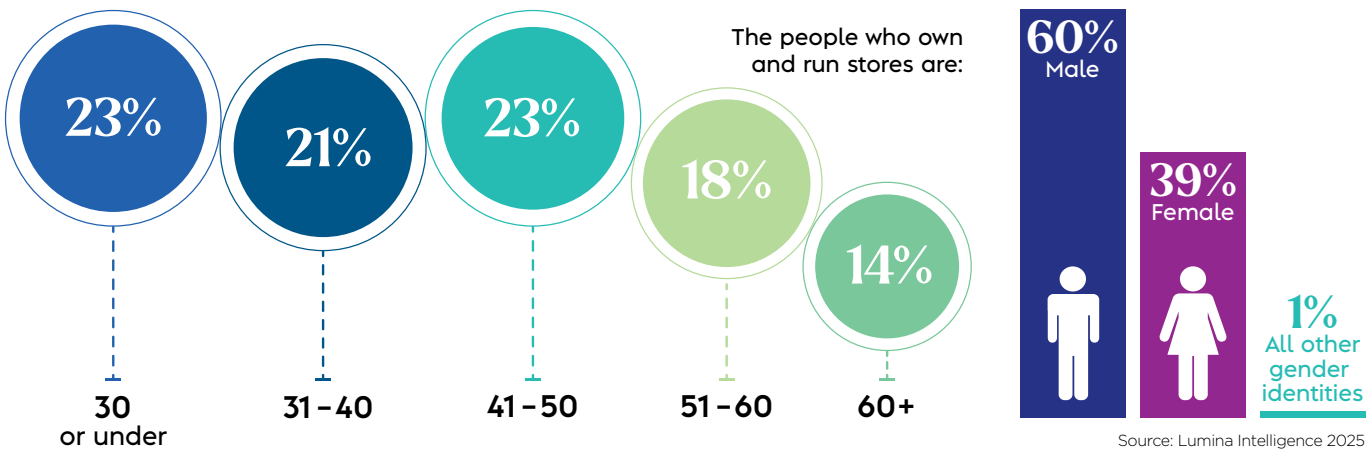
88% of convenience stores in Wales are independently owned

Source: William Reed 2025

20% have been in the business for more than 20 years

Source: Lumina Intelligence 2025

Entrepreneurs



Location

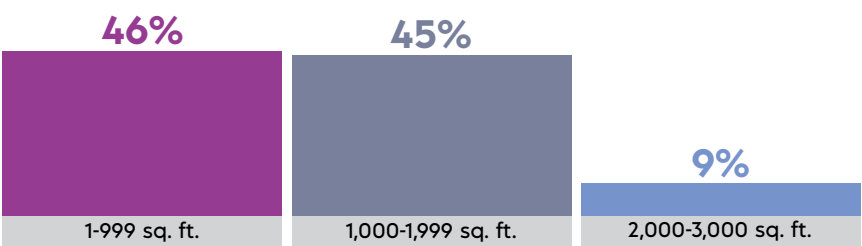


Neighbouring businesses



How we operate

Sales space



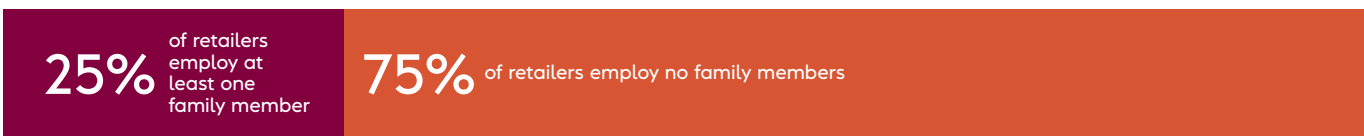
Average opening hours



Premises ownership



Employment of family members



How independent retailers source their products



Working hours



Our colleagues

Welsh convenience stores in mainland UK provide over

24,400 jobs*

Colleagues in the UK convenience sector worked a combined

9.5m hours

a week over the last year

Colleagues in the convenience sector are



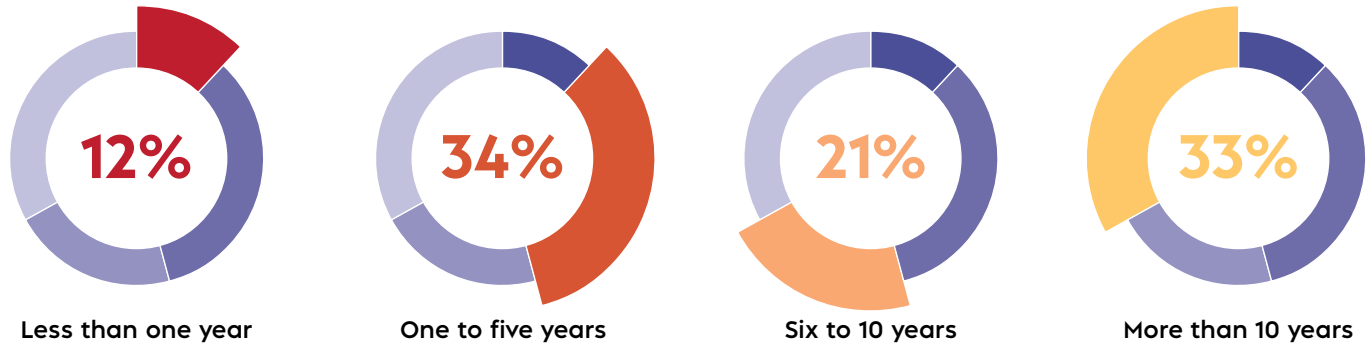
Hours worked



Travel to work

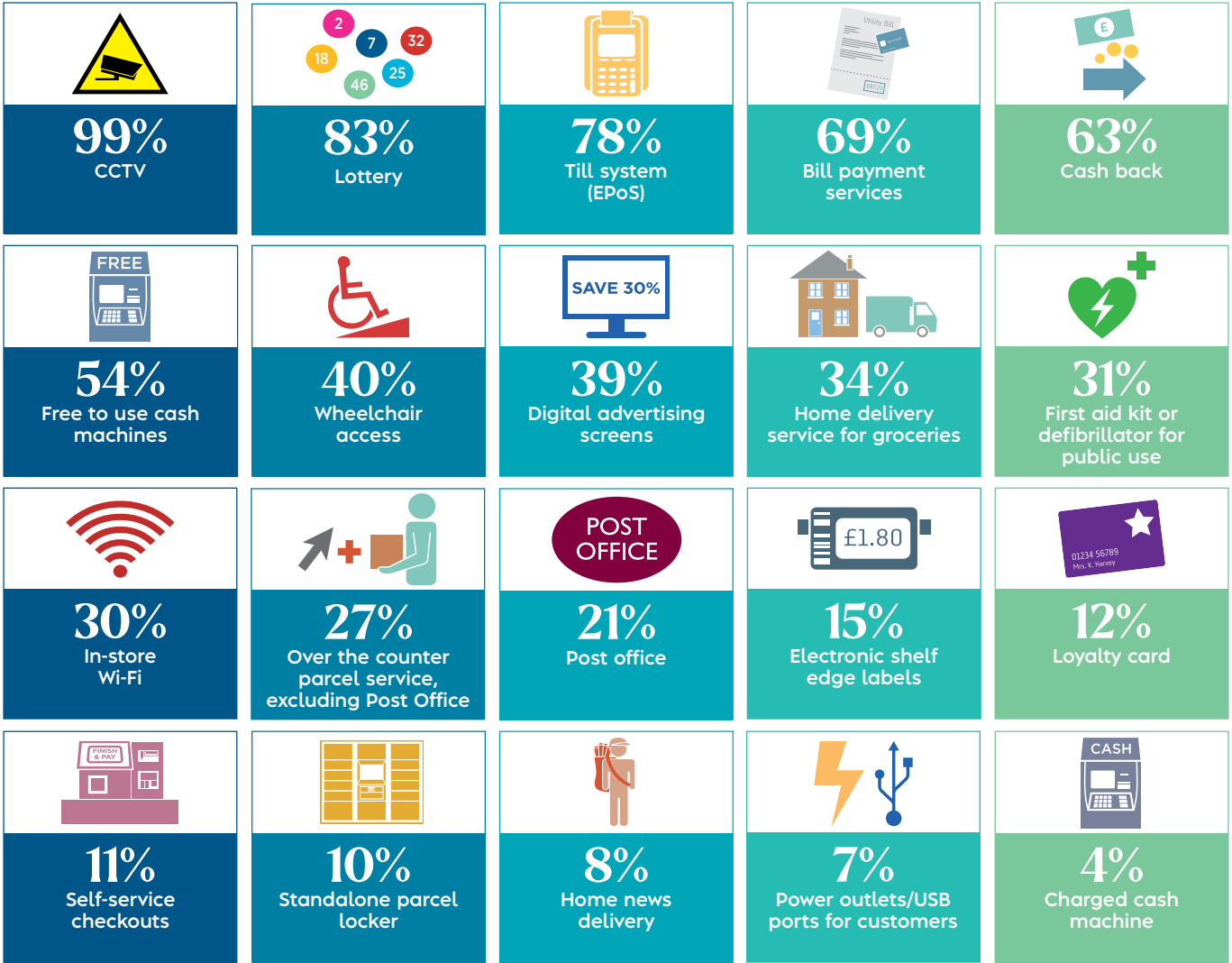


Length of employment

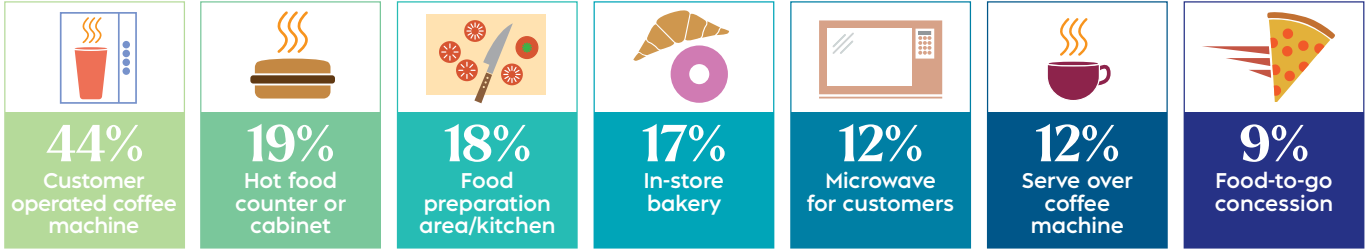


The services and technology we offer

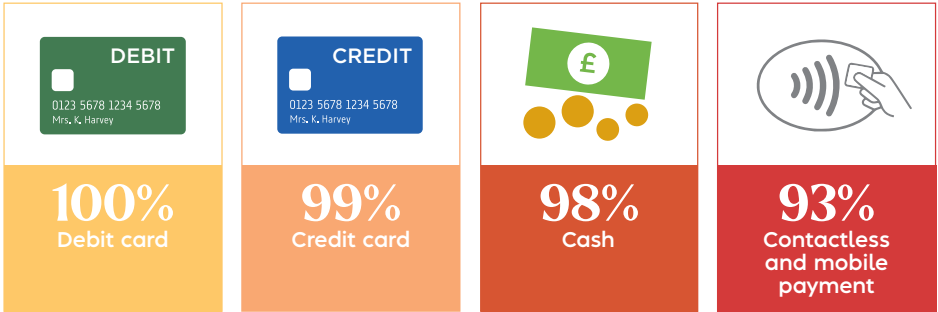
The percentage of stores in the Welsh convenience sector that provide each service is as follows:



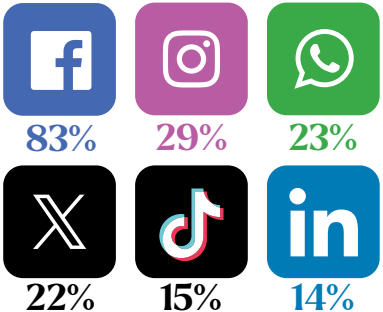
Food service



Payment methods



Social media

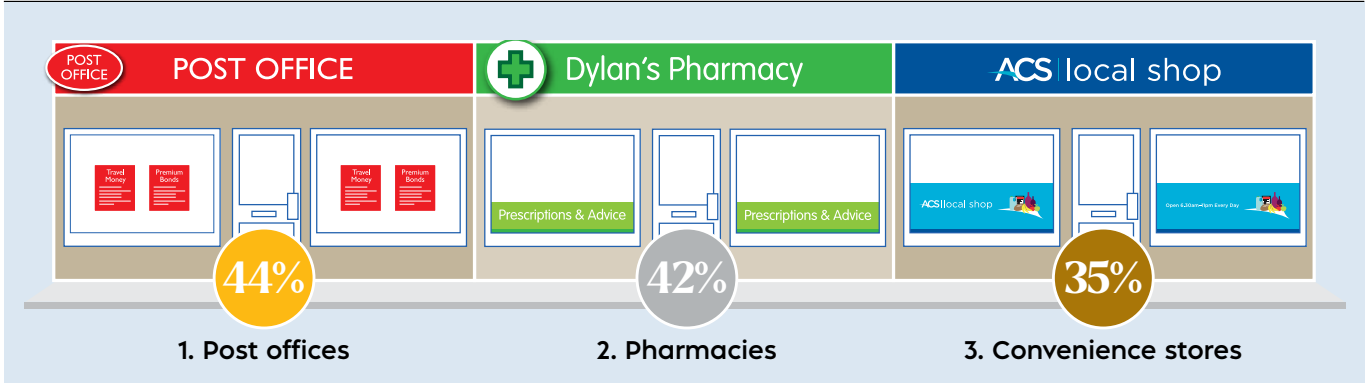


Our communities

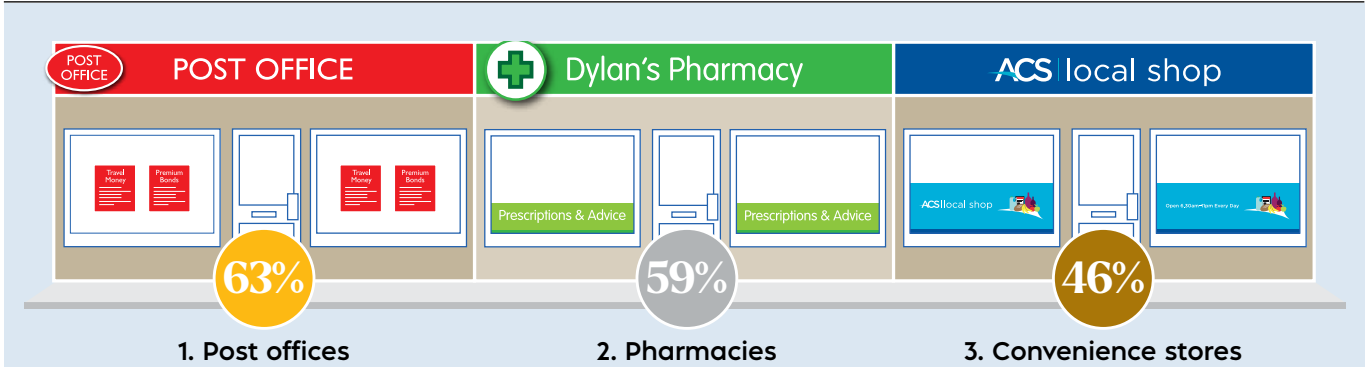
88% of independent retailers in Wales engaged in some form of community activity in the past year

Source: ACS Voice of Local Shops 2025

Most positive impact on the local area



Most essential for the local area



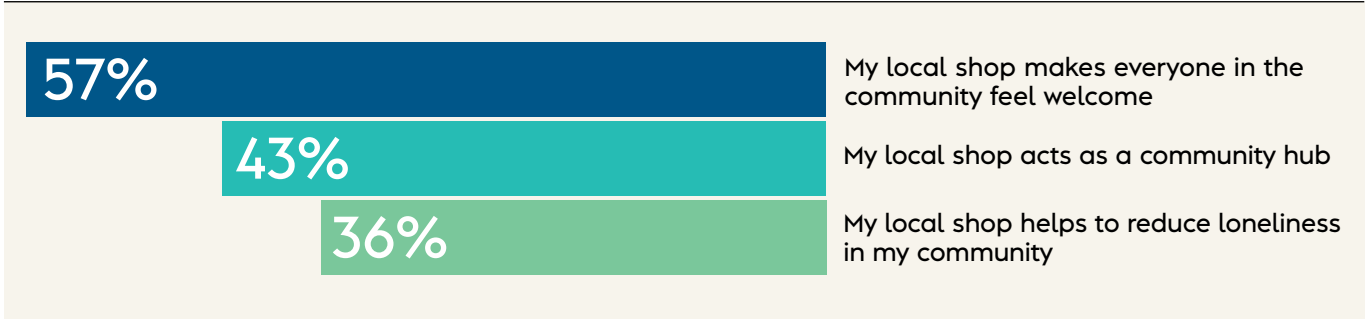
Source: ACS Community Barometer 2025

Purchases



Source: Lumina Intelligence CTP 2025

Local shops role in Welsh communities



Source: ACS Community Barometer 2025

Methodology

ACS Welsh Shop Report draws on data from the ACS Local Shop Report 2025.

New primary data for the Local Shop Report was undertaken by ACS in the form of two surveys:

1. Independent Retailer Survey – A sample of 2,129 independently owned convenience store businesses in the UK. ACS commissioned Lumina Intelligence to aid in the design and delivery of the survey. The survey was carried out over the phone by BCC Marketing between 16th June and 18th July 2025. The telephone survey gathered responses from unaffiliated independent convenience stores, independent forecourt stores and independent stores that are part of a central buying or marketing group (known as 'symbol' groups). These are represented in the survey in the same proportion as they are represented in the market. The survey covers the nine regions of England, along with Wales and Scotland. The data in the report refers specifically to 155 independent respondents in Wales.

2. Multiple Retailer Survey – ACS conducted an online survey of its multiple chain members. This survey was based on the questions asked in the Independent Retailer Survey, where relevant, to ensure consistency and accuracy of results. The results of this survey relate to a sample of 7,597 stores.

The results of these two surveys have been collated and figures for independents and multiples have been combined according to the proportion of stores in the market, in order to determine overall results for the sector.

William Reed – Store numbers and sector data

WRBM continually updates data through re-registering customers thereby adding changed recipients, closures and new stores. This is through postal, telephone research, online delivery and events, plus the ongoing work of the editorial teams on its brands Convenience Store, Forecourt Trader and The Grocer.

Convenience Tracking Programme 2025 – Lumina Intelligence

This programme is a survey of over 20,000 convenience shoppers conducted at the 'moment of truth' in store.

Community Barometer

Populus surveyed a nationally representative online sample of 1,000 UK adults aged 18+, in May 2025. Respondents were surveyed using a questionnaire designed by ACS.

For more Community Barometer results please visit the ACS website or email rosie.wiggins@acs.org.uk

ACS Voice of Local Shops

A telephone survey with a sample of independent retailers, covering the nine regions of England, along with Wales and Scotland. The results are an average taken from three surveys throughout 2025 and represent a combined sample of 130 Welsh stores. The sample consists of unaffiliated, symbol group and forecourt independents which are represented in the survey in the same proportion as they are in the market. Lumina Intelligence aid in the design and delivery of the survey.

ACS Investment Tracker – Data obtained in the form of two surveys:

ACS Voice of Local Shops survey – Questions are asked relating to the amount retailers have invested over the past quarter, what they have invested in and how they have funded their investments.

Multiples Investment Tracker survey – A sample of over 3,000 multiple stores in the UK. Questions in the Multiple Investment Tracker survey are based on the questions asked in the Voice of Local Shops survey, where relevant, to ensure consistency of results.

The results of these two surveys are collated and combined according to the proportion of independent and multiple stores in the sector. The results are an average taken from two surveys in 2025.

ACS Colleague Survey

An online survey with a sample of 568 staff working within the convenience sector. The fieldwork was conducted between 13th January and 28th February 2025. For more Colleague Survey results please visit the ACS website or email rosie.wiggins@acs.org.uk

Acknowledgements

This report would not have been possible without the support of a number of industry and research organisations that have helped by providing data. These sources are referenced alongside the relevant sections of the report, and those organisations are:

Lumina
Intelligence

RetailEconomics

WilliamReed.

.YONDER
DATA SOLUTIONS

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Our website

www.acs.org.uk

Our social media

@ACS_localshops on X, TikTok and Instagram

Association of Convenience Stores on LinkedIn, Facebook and YouTube

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