# Independent retailers poised for 30% barbecue sales boost amid UK summer sporting events



As the UK enters the summer of 2025, a diverse range of sporting events, including Wimbledon, the UEFA Champions League, and the Women’s Euros, is set to transform the retail landscape. Independent retailers stand to gain significantly from the surge in footfall and demand that these events invariably bring. As fans gather to partake in the thrilling atmosphere, whether at home with friends or in public spaces, the opportunity for retailers to cater to this communal spirit cannot be overstated.

Carmelina Mancini, marketing manager at Bobby’s, notes that high-profile events naturally increase the demand for snacks and drinks. “These occasions provide a prime opportunity for convenience stores to launch in-store promotions that encourage higher basket spends, particularly on alcohol multi-packs, snacks, and convenience foods,” she states. This echoes broader trends observed during past sporting events, such as Euro 2024, which contributed to a notable 12% increase in footfall across UK high streets during its peak moments, particularly benefiting food and beverage sales.

John O’Neill, retail sales controller at Parfetts, supports this view, highlighting that major events drive consumers to plan social gatherings around key matches. He explains, “Popular sporting events boost demand for convenience foods, especially among 'light shoppers' seeking easy-to-prepare meals.” Retailers should ensure they remain well-stocked with bestsellers, particularly during the build-up to events.

A focus on key alcohol categories, particularly cider, has shown promising results in the past. Daniel Wheeler, category manager at Kopparberg, remarks on the unique consumer behaviour illustrated by summer sporting events: “Cider experiences a significant uplift during these occasions, particularly fruit ciders.” Retailers are encouraged to curate an appealing selection of these beverages to meet demand.

Another trend gaining momentum is the popularity of ready-to-drinks (RTDs). Kate Abbotson, senior trade communications manager at Coca-Cola Europacific Partners, explains that products such as alcoholic RTD cocktails are favoured for their convenience. “These items are perfect for shoppers hosting friends or family,” she says, reflecting on the changing preferences among consumers looking for quick and easy refreshment options.

Significantly, the interplay of weather and sport further enhances retail opportunities. The unpredictability of the British summer means that barbecues can often coincide with major matches, presenting a lucrative occasion for independent retailers. Josh Corrigan, customer development director at St Pierre Groupe, suggests that stocking longer-life products, including bakery goods essential for barbecues, can help retailers maintain profitability and ensure that they are ready for spontaneous customer demands.

Promotions tailored to specific sporting occasions can also lead to substantial sales increases. Caroline Morris, sales director at Bar-Be-Quick, claims that retailers can expect a potential 30% increase in barbecue sales during events like Wimbledon, driven by targeted marketing and product placement.

To maximise these opportunities, innovative approaches to merchandising and promotions can yield impressive results. Mancini suggests “Half-time Hero” stations for impulse buys during game breaks, while O’Neill recommends pairing foods traditionally associated with events, like strawberries and cream with champagne, to boost cross-merchandising opportunities.

As evidenced by the performance during Euro 2024, where the average revenue per domain in the sports, outdoors, and recreation sector surged by 35%, the retail landscape is primed for such strategies. With the right preparations, independent retailers can leverage the excitement of the summer sports calendar to not only drive footfall but also to foster a community spirit that keeps customers returning long after the final whistle blows.

The summer of sport in 2025 is not merely a chance for fans to come together; it is also a pivotal moment for retailers to invest in their stock, promotional strategies, and customer engagement, setting the stage for a season of opportunity.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/), [[2]](https://www.kpir.co.uk/news/the-positive-impact-of-euro-2024-on-the-uk-retail-sector)
* Paragraph 2 – [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/), [[4]](https://www.enterprisetimes.co.uk/2024/08/01/uk-retail-sales-surge-as-euro-2024-boost-revenue-by-35-shows-visualsoft-data/)
* Paragraph 3 – [[2]](https://www.kpir.co.uk/news/the-positive-impact-of-euro-2024-on-the-uk-retail-sector), [[3]](https://www.mastercard.com/news/europe/en-uk/newsroom/press-releases/en-gb/2024/south-ayrshire-set-to-to-benefit-from-experience-economy-spending-boost-as-250-000-golf-fans-flock-to-royal-troon-for-152nd-open/)
* Paragraph 4 – [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/), [[6]](https://harpers.co.uk/news/fullstory.php/aid/33161/Sporting_events_boost_summer_spending_in_UK_hospitality.html)
* Paragraph 5 – [[4]](https://www.enterprisetimes.co.uk/2024/08/01/uk-retail-sales-surge-as-euro-2024-boost-revenue-by-35-shows-visualsoft-data/), [[5]](https://www.london-stadium.com/news/2025/april/london-stadium-powers-230-million-boost-to-london-economy.html)
* Paragraph 6 – [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/), [[6]](https://harpers.co.uk/news/fullstory.php/aid/33161/Sporting_events_boost_summer_spending_in_UK_hospitality.html)
* Paragraph 7 – [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/), [[3]](https://www.mastercard.com/news/europe/en-uk/newsroom/press-releases/en-gb/2024/south-ayrshire-set-to-to-benefit-from-experience-economy-spending-boost-as-250-000-golf-fans-flock-to-royal-troon-for-152nd-open/)
* Paragraph 8 – [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/), [[2]](https://www.kpir.co.uk/news/the-positive-impact-of-euro-2024-on-the-uk-retail-sector)
* Paragraph 9 – [[4]](https://www.enterprisetimes.co.uk/2024/08/01/uk-retail-sales-surge-as-euro-2024-boost-revenue-by-35-shows-visualsoft-data/), [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/)
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* Paragraph 11 – [[1]](https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/), [[4]](https://www.enterprisetimes.co.uk/2024/08/01/uk-retail-sales-surge-as-euro-2024-boost-revenue-by-35-shows-visualsoft-data/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.talkingretail.com/advice/category-management/footfalls-coming-home-in-focus-summer-of-sport-03-06-2025/> - Please view link - unable to able to access data
2. <https://www.kpir.co.uk/news/the-positive-impact-of-euro-2024-on-the-uk-retail-sector> - The Euro 2024 tournament significantly boosted the UK's retail sector, with high streets experiencing a 12% increase in footfall during the final match. Retail sales saw substantial uplifts, particularly in food and beverage, electronics, and sports merchandise sectors. The hospitality industry also benefited, with pubs, bars, and restaurants hosting viewing parties and special promotions, leading to increased sales. Retailers capitalised on the event by running targeted promotions and marketing campaigns, resulting in heightened customer engagement and sales during the tournament period. Overall, Euro 2024 provided a substantial economic boost to the UK retail sector.
3. <https://www.mastercard.com/news/europe/en-uk/newsroom/press-releases/en-gb/2024/south-ayrshire-set-to-to-benefit-from-experience-economy-spending-boost-as-250-000-golf-fans-flock-to-royal-troon-for-152nd-open/> - The 2024 Open at Royal Troon is expected to attract over 200,000 golf fans, providing a significant boost to South Ayrshire's economy. Previous tournaments have led to substantial increases in local hospitality spending, with lodging sales up by 30% and restaurant sales by 25% during the 2023 event. The influx of visitors is anticipated to prioritise spending on experiences, benefiting local businesses and the broader economy. This event underscores the positive impact of major sporting events on local economies, highlighting the potential for increased tourism-related spending across hotels and restaurants.
4. <https://www.enterprisetimes.co.uk/2024/08/01/uk-retail-sales-surge-as-euro-2024-boost-revenue-by-35-shows-visualsoft-data/> - Data from Visualsoft indicates that the Euro 2024 tournament led to a 35% year-on-year increase in average revenue per domain in the sports, outdoors, and recreation sector. The surge was driven by a 40% rise in orders and a 5% increase in average order value in June. Notably, the day England won the quarter-finals saw the highest revenue, with average revenue per domain nearly tripling compared to the previous year. This highlights the significant impact of major sporting events on consumer spending and retail performance.
5. <https://www.london-stadium.com/news/2025/april/london-stadium-powers-230-million-boost-to-london-economy.html> - Major sporting events hosted at London Stadium in 2024, including the UEFA Champions League Final, MLB London Series, and Formula E London E-Prix, generated a £230 million boost to London's economy. These events attracted 480,000 fans and 202 million global viewers, showcasing the significant economic impact of hosting major sporting events. The report underscores London's status as a global sporting capital and highlights the substantial economic and cultural benefits such events bring to the city.
6. <https://harpers.co.uk/news/fullstory.php/aid/33161/Sporting_events_boost_summer_spending_in_UK_hospitality.html> - Major sporting events in summer 2024, including Men's Euro 2024, Wimbledon, and the Paris Olympics, contributed to an 11% rise in consumer spending in UK pubs, bars, and restaurants compared to the previous year. Data from payment technology firm Dojo indicates that individual spending increased by 11%, with a 9% rise in transactions by UK cardholders. Despite ongoing cost of living challenges, a significant portion of UK adults planned to visit pubs for football and watch Euro 2024 in hospitality venues, highlighting the positive impact of sporting events on the hospitality sector.
7. <https://www.expertmarketresearch.com/reports/united-kingdom-world-cup-retail-market> - The United Kingdom World Cup retail market is projected to grow at a compound annual growth rate (CAGR) of 2.3% between 2025 and 2034. This growth is driven by the increasing number of sports enthusiasts in the UK. During World Cup events, companies develop marketing strategies aimed at increasing impulsive buying behaviour among consumers. Retailers also place their goods at convenient locations and offer products at low rates to surge impulse purchases, capitalising on the heightened interest in sports events to boost sales.