

2026

Main Food Shopping

Zone	Exp per person	Population	Total expenditure	Main Food (75%)
1	£1,760.80	26,728	£47,062,540.44	£35,296,905.33
2	£1,750.63	15,710	£27,502,430.53	£20,626,822.90
3	£1,786.20	20,653	£36,890,465.85	£27,667,849.39
4	£1,786.20	10,134	£18,101,388.71	£13,576,041.53
5	£1,786.20	11,611	£20,739,611.63	£15,554,708.72
6	£1,786.20	9,874	£17,636,975.73	£13,227,731.80
7	£1,786.20	35,380	£63,195,888.34	£47,396,916.25
8	£1,786.20	17,322	£30,940,621.19	£23,205,465.89
TOTAL		147,412	£262,069,922.42	£196,552,441.82

Top-up Food Shopping

Zone	Exp per person	Population	Total expenditure	Top-up shopping (25%)
1	£1,760.80	26,728	£47,062,540.44	£11,765,635.11
2	£1,750.63	15,710	£27,502,430.53	£6,875,607.63
3	£1,786.20	20,653	£36,890,465.85	£9,222,616.46
4	£1,786.20	10,134	£18,101,388.71	£4,525,347.18
5	£1,786.20	11,611	£20,739,611.63	£5,184,902.91
6	£1,786.20	9,874	£17,636,975.73	£4,409,243.93
7	£1,786.20	35,380	£63,195,888.34	£15,798,972.08
8	£1,786.20	17,322	£30,940,621.19	£7,735,155.30
TOTAL		147,412	£262,069,922.42	£65,517,480.61

TOTAL (MAIN + TOP-UP)

£6,193,462.56

Location of Expenditure

Skegness Town Centre		Mablethorpe Town Centre		Morrisons, Skegness		Tesco, Skegness		Lidl, Skegness	
Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure
6.40%	£2,259,001.94	0.80%	£282,375.24	55.20%	£19,483,891.74	31.20%	£11,012,634.46	0.80%	£282,375.24
1.60%	£330,029.17	2.40%	£495,043.75	50.40%	£10,395,918.74	27.20%	£5,610,495.83	1.60%	£330,029.17
0.80%	£108,608.33	0.00%	£0.00	10.40%	£2,877,456.34	3.20%	£885,371.18	0.80%	£221,342.80
0.00%	£0.00	0.00%	£0.00	0.00%	£1,411,908.32	20.00%	£2,715,208.31	0.00%	£0.00
0.00%	£0.00	0.00%	£0.00	17.60%	£2,328,080.80	1.60%	£248,875.34	0.00%	£0.00
0.00%	£0.00	0.80%	£1,269,862.25	0.00%	£0.00	0.80%	£3,068,833.78	0.00%	£0.00
0.00%	£0.00	50.40%	£379,175.33	6.40%	£1,485,149.82	16.80%	£3,898,518.27	0.80%	£185,643.73
	£0.00		£11,695,554.81						
	£2,697,639.44		£14,122,011.39		£37,982,405.75		£27,819,112.50		£1,019,390.93

Location of Expenditure

Skegness Town Centre		Mablethorpe Town Centre		Morrisons, Skegness		Tesco, Skegness		Lidl, Skegness	
Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure
22.40%	£2,635,502.26	0.80%	£94,125.08	18.40%	£2,164,876.86	16.00%	£1,882,501.62	2.40%	£282,375.24
10.40%	£715,063.19	2.40%	£165,014.58	10.40%	£715,063.19	0.80%	£55,004.86	0.80%	£55,004.86
0.80%	£73,780.93	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00
0.80%	£36,202.78	0.00%	£0.00	1.60%	£72,405.55	1.60%	£72,405.55	0.80%	£36,202.78
0.00%	£0.00	0.00%	£0.00	0.80%	£41,479.22	0.00%	£0.00	0.00%	£0.00
0.80%	£35,273.95	4.00%	£176,369.76	0.80%	£35,273.95	0.80%	£35,273.95	0.00%	£0.00
0.00%	£0.00	0.80%	£126,391.78	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00
0.00%	£0.00	59.20%	£4,579,211.94	0.00%	£0.00	0.80%	£61,881.24	0.00%	£0.00
	£3,495,823.12		£5,141,113.13		£3,029,098.78		£2,107,067.23		£373,682.88

£6,193,462.56

£19,263,124.52

£41,011,504.54

£29,926,179.72

£1,392,973.81