



Prioritising High Potential Locations for UK Expansion

How a European convenience retailer used location insight to design better territories and plan UK expansion.

The Challenge

A European convenience retailer was preparing to expand into several UK regions. In its existing markets, store catchments had evolved over time, shaped more by past decisions than a consistent commercial approach.

This had created uneven coverage. Some stores were competing for the same customers, while other areas with clear demand were being missed.

As the business entered the UK, leadership wanted a more structured way to define territories based on how customers actually behave. The aim was to reduce overlap, improve coverage and put a stronger foundation in place for future expansion.

The Solution

Using Periscope[®] they were able to:



Analyse population, footfall and demand patterns across both existing and target markets.



Model realistic catchments using travel-time analysis and postcode-level demographic insight.



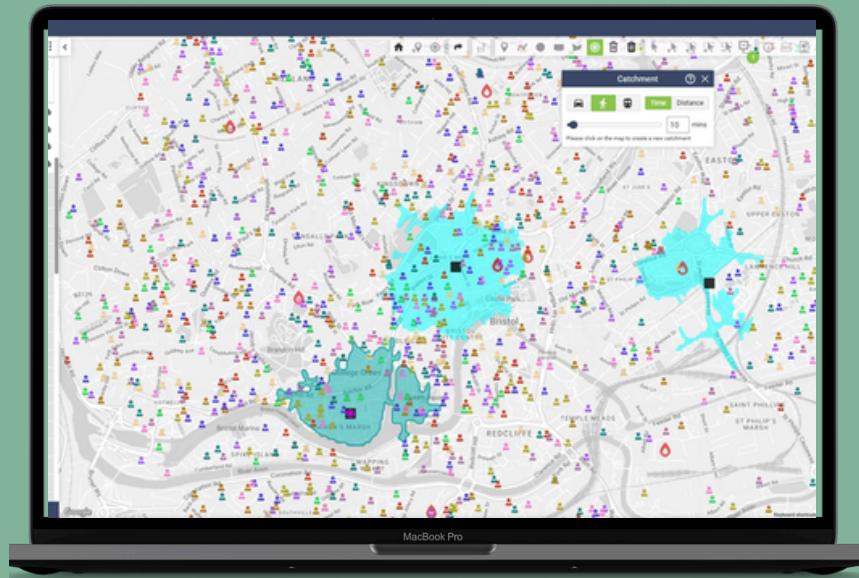
Identify where stores were competing for the same customer base across overlapping catchments.



Design territories that better reflect demand while highlighting areas with room to grow and deliver results.

Accelerating Informed Expansion

Using catchment analysis and demand modelling, the team reduced more than 120 potential sites to a focused shortlist of 30 priority locations.



What the Data Revealed

Data Layer Analysed	Business Insight Generated
Customer catchments	Showed where customers travel from and what they look like.
Footfall movement	Highlighted pedestrian volumes and peak trading patterns around each site.
Demographic profiles	Revealed affluence, lifestyle and household characteristics across locations.
Competitor locations	Identified areas of high competition and potential market saturation.
Historic site performance	Provided a benchmark to model and compare new opportunities.

"Using Periscope®, we cut our shortlist by over 60% and focused on locations where the fundamentals were already in place. It gave us far more confidence going into every site decision."

— Head of Property Strategy

By bringing together location, demand and market context, Periscope® helps you understand what makes a site successful and where to repeat it.

Turn Market Insight into Scalable Growth with Periscope®