The Price of Convenience: Gen Z Hit With £6 Markups at UK Corner Shops

Tuesday 5 May, 2026

Nearly half of UK shoppers (49%) admit they **knowingly pay a premium for convenience** when buying everyday items like snacks, alcohol, vapes and nicotine pouches.

New research from retailer Two Wombats reveals a massive **"markup gap"** across the country, with **Londoners facing the highest premiums** and **Gen Z paying 88% more** than older generations.

Key Stats:

? 49% of UK shoppers knowingly pay markup

? Gen Z: pay £6.08 per visit

? Over 65s: pay £3.23 per visit

? London: £5.83 average markup

? 49% of UK shoppers have bought something expired in a corner shop

The Regional Markup Gap - Londoners Pay 31% More for Convenience Than the Rest of the UK

A poll of **2,000 UK adults conducted by OnePoll** reveals a clear "convenience divide" across Britain. On average, consumers are willing to pay **£5.04** above the standard retail price to save time, but how much they actually pay varies significantly by region.

London stands out as the most expensive place for convenience purchases. Residents pay an average markup of **£5.83 per item, almost 31% more than consumers in Scotland,** where the average sits at just £4.46.

This gap highlights how location directly influences the cost of everyday convenience, from snacks to vapes to nicotine pouches.

The £5 Threshold

The data highlights a stark contrast in "premium" spending habits. Over **4 in 10 Londoners (41%)** admit to frequently paying a markup of **£5 or more.** This is more than double the rate of those in the South East, where only **16%** of residents are willing to cross that five-pound threshold.

This reinforces London's position not only as the highest-paying region overall, but also as the most comfortable with premium markups.

REGIONS PAYING THE HIGHEST CONVENIENCE TAX

? London £5.83

? Northern Ireland – £5.63

? North West – £5.37

? West Midlands – £5.26

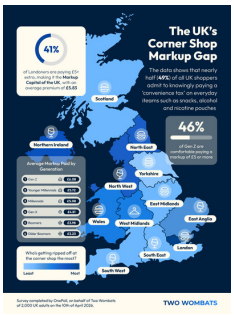
? North East – £5.06

? East of England – £5.04

? Wales – £4.84

? East Midlands – £4.77

Media:



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Related Keywords:

Cost Of Living :: Retail Markups :: Gen Z Spending :: Consumer Rights :: High Street Prices :: Personal Finance :: Convenience Store :: Inflation :: E-Commerce :: Two W ::

Scan Me:

? Yorkshire and the Humber – £4.62

? Scotland – £4.46

? South West - £4.46

? South East - £4.40

"*We all know the feeling of needing a quick snack and heading to the nearest shop, even if we know it costs a bit more, " commented* ***Cormac Folan, CEO of Two Wombats.*** *"But our data shows that for many, especially younger shoppers in major cities, that 'bit more' is becoming a significant premium. Whether it's a vape, a snack or a pouch, the price of convenience is hitting wallets hard- and Londoners are bearing the brunt of it."*

The Generational Markup Gap - Gen Z Paying the Most for Convenience, Spending Over £6 Per Visit

The data shows a sharp generational divide. **Gen Z shoppers pay an average markup of £6.08,** that is **88% more than over 65s,** who pay just **£3.23** on average.

Nearly half of Gen Z (46%) have paid a markup of £5 or more, and 17% have shelled out over £10 extra just to avoid a longer trip to the supermarket.

In contrast, the over-65s remain the most price-conscious. Only 4% of "Boomers" have ever paid a markup of £5 or more, with 42% claiming they have never knowingly paid any convenience tax at all.

Overall, **markup spending nearly halves between the youngest and oldest shoppers,** revealing a fundamental shift in how different generations perceive value.

"What is striking isn't just that people are paying more for convenience, it's how much they are willing to accept. Younger shoppers, in particular, are treating £5 markups as normal, while older generations are far more resistant. That gap shows just how quickly shopping habits are changing. What used to be an occasional premium is now becoming a routine cost for everyday items."

Average Markup Paid by Generation

? Generation Z (18 to 24): £6.08

? Younger Millennials (25 to 34): £5.72

? Millennials (35 to 44): £5.08

? Gen X (45 to 54): £4.81

? Boomers (55 to 64): £3.98

? Older Boomers (64 and over): £3.23

Ends

For further information / interviews & infographics:

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Editor's Notes

The full regional data and methodology can be viewed here:

https://twowombats.com/blogs/guides/corner-shop-markups

Data & Assets:

All high-res static images, raw regional data, and company logos can be downloaded via Google Drive here:

https://drive.google.com/drive/folders/1v3hayj6w0Mf64SSjoVJXUzVdc3a--RcF **Interactive Map:**

Preview link on Flourish - https://public.flourish.studio/visualisation/28682378

To embed the interactive regional map directly into your article, please copy and paste the following iframe code into your CMS:

Methodology:

Survey conducted by OnePoll on behalf of Two Wombats, based on a sample of 2,000 UK adults (April 2026).

About Two Wombats

Two Wombats is a leading UK retailer of nicotine pouches, dedicated to providing adult users with high-quality, smoke-free alternatives.

About Nicotine Pouches

Nicotine pouches are an innovative, smoke-free alternative designed for adult nicotine users seeking convenience without compromise. Unlike traditional cigarettes or vapes, nicotine pouches are discreet, odourless, and can be used almost anywhere, without producing smoke, vapour, or lingering smells. They fit seamlessly into modern, smoke-free lifestyles, offering a hassle-free way to satisfy cravings legally and considerately, whether you’re on a plane, in the office, or out and about.

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