

Convenience Stores - US - March 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Convenience stores are a steady presence in most US consumers' lives and a significant \$450 billion business. With 82% of survey respondents stating that they have gone to a convenience store within the last three months, this channel is clearly an important platform for connecting with shoppers and making sales." Ali Lipson, Category Manager – Retail & Apparel

This report looks at the following areas:

- Low gas prices bring a positive outlook
- Bigger is best
- Core audience is highly engaged with c-store

Definition

This report builds on the analysis presented in Mintel's *Convenience Stores – US, March 2014*, *Convenience Stores – US, August 2012* and *Attitudes Toward Convenience Store Shopping – US, April 2011*. Mintel's *Convenience Store Foodservice – US, March 2016* is an important companion to this report.

For the purposes of this report, Mintel defines convenience stores as establishments that retail a limited line of goods, primarily groceries and ready-to-consume beverages and snacks, in easily accessible locations. The majority of convenience stores also sell motor fuel.

According to the NACS (National Association of Convenience Stores), common characteristics of convenience stores include:

- Building size of less than 5,000 square feet
- Stock of at least 500 SKUs (stock-keeping units)
- Off-street parking and/or convenient pedestrian access
- Extended hours of operation with many open 24 hours a day, seven days a week

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Low gas prices bring a positive outlook

Figure 1: Total US convenience stores revenues and fan chart forecast, at current prices, 2010-20

Bigger is best

Core audience is highly engaged with c-store

Figure 2: Convenience store visits, by select demographics, December 2015

The opportunities

Strengthen the base

Figure 3: Factors influencing convenience store selection, by select demographics, December 2015

Drive more engagement with women

Figure 4: Desired improvements to convenience stores, by female and age, December 2015

Take advantage of technology

What it means

The Market – What You Need to Know

Low gas prices fuel sales growth

Food, tobacco make up the majority of sales

Drugstores, smaller format stores stoke competition

Market Size and Forecast

Low gas prices help lift c-stores out of their slump

Figure 5: Total US convenience stores revenues and fan chart forecast, at current prices, 2010-20

Source: based on U.S. Census Bureau, Annual/Monthly Retail Trade Surveys and Economic Census/Mintel

Market Breakdown

Food and beverage lead c-store sales, edging out tobacco

Figure 7: Distribution of convenience store sales, by category, 2013-14

Market Perspective

Drugstores expand

Everyone's thinking small

Market Factors

Gas prices drive c-store sales

Growth in younger, Hispanic consumers provides a boost

New push for healthier food

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Winning with the lottery?

Key Players – What You Need to Know

C-stores focus on consolidation

7-Eleven drives franchising

BP continues to make cuts

Fresh foods, time savings provide opportunity

What's Working?

Reward loyalty

Think fresh and local

What's Struggling?

Get the basics right

Diversify beyond gas

Make way for mobile

What's Next?

Surf the e-commerce wave

Make c-stores even more convenient

The Consumer – What You Need to Know

Young men and Hispanics form the key audience

Fueling up and filling in

Everyone comes to the c-store

Strong interest in drinks

The need for speed

Better value provides an opportunity

Convenience Store Visits

Consumers love the c-store

Figure 8: Convenience store visits, December 2015

Untapped potential in female shoppers

Figure 9: Visited any convenience store, by gender and age, December 2015

Young, higher-income shoppers frequent c-stores

Figure 10: Visited any convenience store, by age and household income, December 2015

Asian shoppers least likely to visit c-stores

Figure 11: Visited any convenience store, by race/Hispanic origin, December 2015

Reasons for Visiting Convenience Stores

Food, gas motivate c-store stops

Figure 12: Reasons for visiting convenience stores, December 2015

Men more motivated by food

Figure 13: Reasons for visiting convenience stores, by gender, December 2015

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Foodservice strongly appeals to the young, affluent base

Figure 14: Reasons for visiting convenience stores, by age and household income, December 2015

Children encourage snacking at the c-store

Figure 15: Reasons for visiting convenience stores, by presence of children in household, December 2015

Items Purchased at Convenience Stores

Beverages the most popular c-store purchase

Figure 16: Items purchased at convenience stores, December 2015

Young women like pre-packaged drinks and food

Figure 17: Items purchased at convenience stores, by gender and age, December 2015

Hispanics are high on c-store food

Figure 18: Items purchased at convenience stores, by Hispanic origin, December 2015

Factors That Influence Convenience Store Selection

Convenience, gas prices key motivators

Figure 19: Factors influencing convenience store selection, December 2015

Young men most likely to value selection

Figure 20: Factors influencing convenience store selection, by gender and age, December 2015

Higher-income young people the most likely to grocery shop

Figure 21: Factors influencing convenience store selection, by age and household income, December 2015

Desired Improvements to Convenience Stores

Better value, more rewards most prized

Figure 22: Desired improvements to convenience stores, December 2015

Core customers most interested in speed

Figure 23: Desired improvements to convenience stores, by gender and age, December 2015

Loyalty programs could help drive interest from some older shoppers

Figure 24: Desired improvements to convenience stores, by age and household income, December 2015

Hispanics more likely to be motivated by selection

Figure 25: Desired improvements to convenience stores, by Hispanic origin, December 2015

Attitudes toward Convenience Stores

Relatively high levels of satisfaction with c-stores

Figure 27: Attitudes toward convenience stores, December 2015

Brand loyalty needs to improve for younger men

Figure 28: Attitudes toward convenience stores, by gender and age, December 2015

Health more of a concern for affluent shoppers

Figure 29: Attitudes toward convenience stores, by age and household income, December 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

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Consumer survey data
Abbreviations and terms
Abbreviations
Terms

Appendix – Market

Figure 30: Total US convenience stores revenues and forecast at inflation-adjusted prices, 2010-20

Figure 31: Average US retail gas prices, 2010-15

Figure 32: US population by age and gender, 2015-25

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