

Convenience Store Foodservice - US - March 2016

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"The growth of ready-to-eat, grab-and-go, chef-prepared and fresh food-for-now offerings in the convenience store space is the result of increased consumer demand, along with improved quality and consumer perception of quality, more-and-better menu options, as well as implementation of emerging technologies that are simplifying and streamlining the ordering and payment process."

- Paul Pendola, Foodservice Category Manager

This report looks at the following areas:

- Hot and cold dispensed beverages lost sales share
- Made-to-order: Dependent on convenience
- Healthful offerings: Finding the balance

This Report builds on the analysis presented in Mintel's *Convenience Store Foodservice – US, March 2015*. Mintel's *Convenience Stores – US, March 2014*, *Convenience Stores – US, August 2012* and *Attitudes Toward Convenience Store Shopping – US, April 2011* are important companions 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 stock-keeping units (SKUs)
- Off-street parking and/or convenient pedestrian access
- Extended hours of operation with many open 24 hours a day, seven days a week.

Note: Sales data in this Report will include foodservice (ready-to-eat) sales only and exclude retail sales and sales of gasoline. This Report will discuss convenience store retail (as it applies to the over-riding foodservice narrative), but it will not be a central area of focus. Mintel's *Convenience Store Shopper – US, March 2016* focuses on retail sales at convenience stores.

Excludes foodservice outlets that are franchised and/or operated by third parties, such as Subway restaurants housed inside the convenience store.

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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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Abbreviations

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