

Convenience Store Foodservice - US - March 2018

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Total c-store (convenience store) foodservice sales reached an estimated \$38 billion in 2017; while foodservice sales will grow, Mintel forecasts growth will occur at a slower rate relative to previous years.

This report looks at the following areas:

- Consumers choose c-stores based on convenience and gas prices
- QSRs (quick-service restaurants) outperform c-stores in most metrics
- C-store food has improved, but still has room for growth

C-stores tend to have a loyal consumer base that drives most foodservice purchases. Though these consumers are important, operators need to focus on converting more general customers to foodservice customers. Operators may be able to attract new customers and build check size among existing customers by developing new foodservice concepts.

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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

Overview

Figure 1: Total US sales and fan chart forecast of c-store foodservice sales, at current prices, 2011-21

The issues

Consumers choose c-stores based on convenience and gas prices

Figure 2: Important factors when choosing a c-store, January 2018

QSRs (quick-service restaurants) outperform c-stores in most metrics

Figure 3: C-stores versus QSRs, January 2018

C-store food has improved, but still has room for growth

Figure 4: C-store foodservice attitudes, January 2018

The opportunities

New concepts can attract a more diverse audience

Figure 5: C-store concept interest, by gender and age, January 2018

C-store foodservice consumers want more choices/healthy options

Figure 6: C-store visitation motivators, by c-store foodservice consumers, January 2018

Leverage existing brand loyalty

Figure 7: C-store foodservice brand loyalty, by generation, January 2018

What it means

The Market – What You Need to Know

C-store sales growing, albeit at a slower rate

Competitors experience strong growth

C-stores respond to consumers' interest in health

Market Size and Forecast

C-stores foodservice sales slow

Figure 8: Total US sales and fan chart forecast of c-store foodservice sales, at current prices, 2012-22

Figure 9: Total US sales and forecast of convenience store foodservice, at current prices, 2012-22

Market Breakdown

Prepared foods command largest share of the market

Figure 10: Total US sales and forecast of convenience store foodservice, by segment, at current prices, 2012-22

Figure 11: Total US sales and forecast of convenience store foodservice, by segment, at current prices, 2012-22

Figure 12: Total US sales and forecast of convenience store foodservice, by segment, at current prices, 2015 and 2017

Market Perspective

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QSR chains are thriving

Retailers start targeting c-store occasions

Market Factors

Gas prices rebound only slightly

Figure 13: US gasoline and diesel retail prices, January 2007-December 2017

The creeping threat of electric cars

Figure 14: Interest in hybrid/electric vehicle ownership/type of hybrid/electric vehicle interest, February 2018

Figure 15: Reasons for buying a hybrid/electric vehicle, February 2018

Road trips on the rise

Figure 16: Annual vehicle-distance traveled (billion miles), moving 12-month total on all roads, Jan 2007-Nov 2017

C-stores stock more healthful CPG items

Figure 17: NACS photo: New Hillshire Snacking Products

Figure 18: NACS photo: Powerful Oatmeal

Figure 19: NACS photo: Organic Valley Good to Go Hard-Boiled Eggs

CSDs sales are down, can c-stores benefit from this trend?

Figure 20: Arctic Coke and the Pursuit of the Perfectly Slushy Coca-Cola

Figure 21: Total US retail sales and forecast of carbonated soft drinks by segment, at current prices, 2011-21

Key Players – What You Need to Know

C-store food grows/diversifies

Tech makes c-stores even more convenient

C-stores fight to compete with QSRs

What's Working?

General c-store foodservice improvements

C-stores build branded partnerships

Breakfast battleground

Figure 22: C-store breakfast sandwich examples

Figure 23: C-store breakfast bowl examples

C-stores diversify beverage offerings

Figure 24: Change in c-store beverage incidence, Q4 2015 – Q4 2017

What's Next?

The future of c-stores in a gas-less society

QSR value wars spill over into c-stores

C-stores refine convenience through technology

Can the market support a "premium" c-store?

Social media trends shape c-store market

Trending C-store food and beverage flavors

Food

Figure 25: Menu Matrix, c-store food flavors, top 20 menued flavors, Q4 2015-Q4 2017

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Drinks

Figure 26: Menu Matrix, c-store beverage flavors, top 20 menued flavors (excluding cola), Q4 2015-Q4 2017

The Consumer – What You Need to Know

Most c-store visits are quick fill-ups

Heavy visitors drive brand loyalty and total sales

C-stores lose out to QSRs in most cases

C-store food is getting better, but there is still room for improvement

C-store Visitation

Four out of five consumers visit c-stores

Figure 27: General c-store visitation, January 2018

iGens represent core c-store customers

Figure 28: General c-store visitation, any c-store, by select demos, January 2018

Negative perceptions don't prohibit visitation

Figure 29: Reasons for not visiting a c-store, January 2018

C-store Visitation Frequency

Half of consumers are heavy c-store users

Figure 30: C-store visitation frequency, January 2018

Heavy c-store visitor demographic profile

Figure 31: Heavy c-store visitor, demographic profile, indexed against all c-store customers, January 2018

C-store Most Important Factors

Convenience and prices determine c-store visitation

Figure 32: Important factors when choosing a c-store, January 2018

Figure 33: Important factors when choosing a c-store, any rank, by c-store visitation frequency, January 2018

Reasons for Visiting C-stores

Food/drink purchases are the second most common c-store occasion

Figure 34: Reasons for visiting c-stores in the past three months, January 2018

Figure 35: C-store food and beverage purchases, among c-store food and drink buyers, January 2018

C-stores satisfy various needs for heavy visitors

Figure 36: Reasons for visiting c-stores in the past three months, by c-store visitation frequency, January 2018

Younger women are an important potential consumer group

Figure 37: Reasons for visiting c-stores in the past three months, by gender and age, January 2018

Figure 38: C-store food and beverage purchases, among c-store food and drink buyers, by gender and age, January 2018

C-store Visitation Motivators

Increase visitation with more choices and healthy options

Figure 39: C-store visitation motivators, by c-store foodservice consumers, January 2018

C-store Foodservice Brand Loyalty

Over a third of foodservice consumers are brand loyal

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Figure 40: C-store foodservice brand loyalty, January 2018

Figure 41: C-store foodservice brand loyalty, by select demographics, January 2018

Gasless c-store visitors and heavy visitors are most brand loyal

Figure 42: C-store foodservice brand loyalty, by c-store type visitors, January 2018

Figure 43: C-store foodservice brand loyalty, by c-store visitation frequency, January 2018

Reasons for C-store Loyalty

Convenience not quality drives loyalty

Figure 44: Reasons for c-store brand loyalty, among brand loyalists, January 2018

C-store Concept Interest

Bakery and breakfast items garner highest interest

Figure 45: C-store concept interest, January 2018

Attract Millennials with new foodservice concepts

Figure 46: C-store concept interest, by generation, January 2018

Figure 47: C-store concept interest, by gender and age, January 2018

Interactive concepts appeal to brand loyalists

Figure 48: C-store concept interest, by c-store loyalty, January 2018

C-stores versus QSRs

C-stores excel at snacks and drinks, struggle with healthy options and breakfast

Figure 49: C-stores versus QSRs, January 2018

C-store Foodservice Attitudes

C-store perception still struggles despite improvements

Figure 50: C-store foodservice attitudes, any agree, January 2018

Coffee may help build brand loyalty

Figure 51: C-store foodservice attitudes, any agree, by c-store brand loyalty, January 2018

Boomers have lowest perception of c-store food

Figure 52: C-store foodservice attitudes, any agree, by generation, January 2018

C-store attitudes relate to location

Figure 53: C-store foodservice attitudes, any agree, by census region, January 2018

Figure 54: C-store foodservice attitudes, any agree, by area, January 2018

Southern cities may be an area for new store development

Figure 55: Key drivers of agreeing that more c-stores should offer MTO foods, key driver output, January 2018

Improvements can appeal to younger women

Figure 56: C-store foodservice attitudes, any agree, by gender and age, January 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

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Mintel Menu Insights
Abbreviations and terms
Abbreviations
Terms

Appendix – The Market

Figure 57: Total US sales and forecast of convenience store foodservice, by segment, at current prices, 2015 and 2017
Figure 58: Total US sales and forecast of convenience store prepared food*, at inflation-adjusted prices, 2012-22
Figure 59: Total US sales and forecast of convenience store hot dispensed beverages, at inflation-adjusted prices, 2012-22
Figure 60: Total US retail sales and forecast of convenience store cold dispensed beverages, at inflation-adjusted prices, 2012-22
Figure 61: Total US retail sales and forecast of convenience store frozen dispensed beverages, at inflation-adjusted prices, 2012-22

Appendix – The Consumer

TURF analysis methodology
Figure 62: TURF analysis – C-store concept interest, January 2018

Appendix – Key Driver Analysis

Interpretation of results
Figure 63: Key drivers of agreeing that eating at the store is enjoyable, key driver output, January 2018
Figure 64: Key drivers of agreeing eating at the store is enjoyable – Key driver output, January 2018
Interpretation of results
Figure 65: Key drivers of agreeing more should offer made-to-order foods – Key driver output, January 2018

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