

# ConvenienceStore

WHAT'S NEXT IN CONVENIENCE AND FUEL RETAILING

## NEWS

INSIDE

HOW TO  
MITIGATE  
CRIME

**FORECAST**  
STUDY 2024

# Stuck in Neutral

OPTIMISM STALLS AMONG  
RETAILERS AND SUPPLIERS IN  
THE CONVENIENCE CHANNEL AS  
CONSUMER RESILIENCY WANES

## Eight Consumer Insights to Guide Your 2024 Strategy

From foodservice to loyalty programs, new opportunities abound

The new year is an ideal time to take stock of your business, and consider areas for improvement and new growth. Take into account these consumer insights as you formulate your plan of attack for 2024.



**The perception of prices being too high at convenience stores is the leading reason shoppers say they do not purchase certain items from the channel. The highest incidences for this are:**

Nonedible grocery **65%**  
General merchandise **64%**  
Health & beauty care **61%**

Packaged beverages **60%**  
Edible grocery **59%**  
Packaged snacks **54%**



Source: Convenience Store News Realities of the Aisle Study

# 35%

**More consumers are integrating their favorite snack products into meals, up 35% over previous years. Once a week, more than half of consumers use snacks as a key ingredient in no-prep dinners.**

Source: U.S. Snack Index



**More than half of Generation Z grocery shoppers say they always/frequently choose a place to shop because of its store brands. Additionally, 56% are extremely likely/likely to experiment with store brands to find the best value.**

Source: Private Label Manufacturers Association



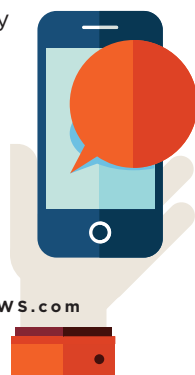
**A nationwide study of millennial and Gen Z consumers that delved into the cohorts' dining perspectives found that 77% say they like convenience stores that have café seating.**

Source: Y-Pulse

**The top five factors that influence the pump-to-store decision are:**

1. Was feeling hungry/thirsty
2. Loyalty program
3. Mobile app promotion
4. Promotional signage
5. Banners/window signs

Source: Convenience Store News Realities of the Aisle Study



**Convenience store loyalty programs generate the highest increase in check sizes across all restaurant segments, with loyalty member checks 12% higher.**

Source: Paytronix Loyalty Report 2023



# 41%

**For of U.S. consumers, affordability is the most important thing when looking for an electric vehicle charging station.**

Source: PDI Technologies

**A new study on self-checkout stations revealed that 15% of respondents admitted to having purposely taken an item while supposedly scanning and among them, 44% plan to steal items again when using self-checkout.**

Source: LendingTree

