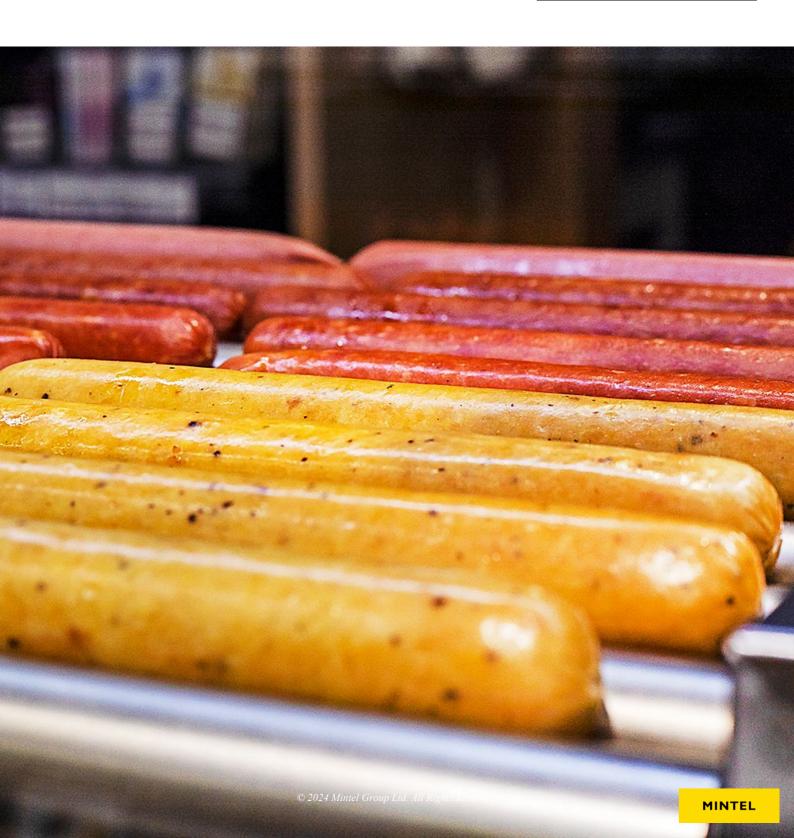
CONVENIENCE STORE FOODSERVICE – US – 2024

Strengthening breakfast and snack offerings at c-stores can transform consumer perceptions of foodservice quality, helping establish parity with QSRs.



Varchasvi, Research Analyst



Convenience Store Foodservice - US - 2024

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This report looks at the following areas:

- C-store visitation trends
- Consumer perception of c-store foodservice
- Consumer engagement with c-store foodservice
- Relevant dining occasions
- Consumer attitudes on c-store foodservice vs restaurants

Strengthening breakfast and snack offerings at cstores can transform consumer perceptions of foodservice quality, helping establish parity with QSRs.

Overview

Consumers associate convenience stores with travel and quick occasions, often purchasing pre-packaged goods and self-serve drinks, which limits their exposure to the stores' broader foodservice offerings. Their perception of c-store foodservice needs a boost: 69% feel that the food at convenience stores cannot match restaurants in quality.

Fortunately, there are some pockets where c-stores can differentiate and win: 64% agree that coffee from c-stores is just as good as that from cafes. C-stores have an opportunity to build favorable associations through breakfast and snack occasions, delivering on both the convenience consumers seek when purchasing on-the-go, and the indulgence they crave when wanting to treat themselves.

Consumers are fatigued by rising costs of food both at home and away from home, yet their resilience is evident in increased c-store visitation in 2023. Consistently delivering on quality, convenience and value will not only position c-stores as an ideal alternative to QSR dining,

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but also build purchase habits at scale, inviting customer loyalty that can be further bolstered through app-based loyalty programs.

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*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

Report Content

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- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

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- Seasonal and unique items make for noteworthy c-store LTOs
- Sweet and spicy items add novelty to c-store menus
- Cult-favorite menu items boost traffic at c-stores

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- Convenience store sales and forecast of prepared foods
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