



# GO BEYOND CONVENIENCE.

## 2024 C-STORE TRENDS & INSPIRATION GUIDE

Today's consumers' on-the-go lifestyles demand convenience. C-stores are evolving into one-stop-shops built around more than just fuel. They're an in-and-out snack haven, a quick, hot breakfast to go, a pit-stop for a midday pick-me-up, or a place to find an easy family dinner on the way home.

According to Datassential, 79% of consumers visit the c-store just to buy prepared food or beverages often or occasionally.<sup>1</sup> The more c-stores are integrated into the daily lives of consumers, the more opportunities they have to capitalize on every craving, and win customers over with everyday staples, prized menu items and unique LTOs!



**68%**

OF CONSUMERS FIND PREPARED FOOD AND BEVERAGE OFFERINGS IMPORTANT TO WHERE THEY BUY GAS.<sup>1</sup>



**64%**

SAY IT'S FASTER/EASIER TO STOP AT A C-STORE FOR FOOD THAN A QSR DURING THEIR COMMUTE OR WHILE RUNNING ERRANDS.<sup>2</sup>



# CONQUER EVERY CRAVING.

## BEVERAGES ALL DAY.

From soft drinks and coffees to satiating shakes and smoothies, beverages have become a snacking mega trend,<sup>3</sup> even a meal replacement – and an essential part of c-store foodservice offerings. In fact, dispensed and made-to-order beverages are the #1 c-store snack purchase category.<sup>2</sup>

57% OF CONSUMERS PURCHASED A PREPARED BEVERAGE DURING THEIR LAST C-STORE VISIT.<sup>1</sup>

Ocean Mist Energy Drink with On Top® Soft Whip

CLICK FOR MORE BEVERAGE TIPS

f'real by Rich's Chocolate Chill Shake and Strawberry Banana Smoothie with B6 Self-Serve Blender

**1 IN 5**  
IMPULSE BUYS  
IS A SELF-SERVE  
COLD OR FROZEN  
BEVERAGE.<sup>1</sup>

f'real by Rich's Blend & Serve Coffee Frappe with B7 Back of House Blender

*Trending*  
**ON THE MENU:<sup>4</sup>**

HORCHATA UP **100%** YOY

PROTEIN-ENHANCED SMOOTHIES UP **12.5%**

LEMONADE UP **11.8%**

FROZEN BLENDED COFFEE **33%** MENU PENETRATION

GET THE ULTIMATE BEVERAGE PROGRAM THAT BLENDS UP DELICIOUSLY DREAMY SELF-SERVE OR MADE-TO-ORDER SHAKES AND SMOOTHIES IN THE PUSH OF A BUTTON!





**SNACK TIME IS NOW ALL THE TIME.**

33% of consumers are having snacks more often than they were a year ago.<sup>3</sup> And they're turning to c-stores to meet their snack cravings – c-stores represent 20.4% of all snack sales.<sup>5</sup>

**50% OF C-STORE FOODSERVICE SNACK PURCHASES ARE IMPULSE BUYS.<sup>2</sup>**

**CLICK FOR MORE BAKERY TIPS**

**GEN Z'S #1 SNACK  
MOTIVATOR IS  
INDULGENCE.<sup>8</sup>**



**1 IN 5  
AMERICANS EAT  
MORE THAN  
THREE COOKIES  
PER DAY.<sup>7</sup>**



**44%  
OF CONSUMERS  
ARE LIKELY TO  
ORDER A SLICE OF  
PIZZA AS A  
SNACK.<sup>3</sup>**



**INNOVATE YOUR PIZZA PIES.**

Pizza is the most popular prepared food purchase at c-stores.<sup>1</sup> With the right products, such as labor-saving crust and dough formats, the pizza possibilities are limitless for c-stores – from highly customizable pies to creative LTOs with little labor.

**52% OF C-STORE CONSUMERS ARE  
INTERESTED IN CUSTOMIZABLE,  
BUILD-YOUR-OWN PIZZA.<sup>1</sup>**

**74%  
OF CONSUMERS  
HAVE A SNACK IN  
PLACE OF A  
TRADITIONAL MEAL  
AT LEAST 1X PER  
WEEK.<sup>3</sup>**



**CLICK FOR MORE GRAB 'N GO TREAT INSPO**

**56% OF CONSUMERS' LAST  
DESSERTS WERE SNACKS.<sup>6</sup>**

**56%  
C-STORE PIZZA  
SALES GROWTH  
OVER THE PAST  
YEAR.<sup>1</sup>**

**+10.6%  
GROWTH RATE OF  
MADE-TO-ORDER  
PIZZA IN  
C-STORES.<sup>9</sup>**



**CLICK FOR MORE HOT CASE TIPS**



# TIPS TO RISE TO THE TOP IN 2024.

## PUT FOODSERVICE AT THE FOREFRONT.

Commit to the presentation, experience and selection that gives them the confidence of freshness and quality.



IF YOUR FOODSERVICE OFFERINGS ARE AN AFTERTHOUGHT, CONSUMERS WILL PASS IT UP.<sup>9</sup>

## FOCUS ON VALUE.

Beyond convenience, c-store operations must deliver on quality, consistency and customizability to gain an edge over competing quick service and limited service restaurants.



'VALUE' REMAINS A TOP CONCERN FOR CONSUMERS TODAY – AND THAT INCLUDES MORE THAN JUST PRICE.

## BOGO PROMOTIONS.

Drive traffic and boost sales with a BOGO promotion that attracts consumers looking for value while encouraging the purchase of higher-margin items, like easy-to-execute snacks or pre-packaged grab 'n go items!



BUY ONE, GET ONE FREE IS THE MOST INFLUENTIAL C-STORE SNACK PROMOTION.<sup>2</sup>

## BE READY TO GO.

Half of c-store consumers are unwilling to wait more than five minutes for their food.<sup>9</sup> Prioritize products, processes and equipment that facilitate in-and-out speed. Even including things like calorie counts and ingredients on your menus will cut order times for increased customer throughput!



CONVENIENCE IS THE TOP DRIVER OF ALL C-STORE FOODSERVICE PURCHASES.<sup>2</sup>

<sup>1</sup> SNAP! Datassential C-Store Keynote, 2023

<sup>2</sup> Q1 2024 Technomic C-Store Consumer Market Brief

<sup>3</sup> SNAP! Datassential Snacking Keynote 2023

<sup>4</sup> Technomic Convenience Market Annual Report, November 2023

<sup>5</sup> Circana, 2023

<sup>6</sup> SNAP! Datassential Desserts Keynote, 2023

<sup>7</sup> Boost 'American Love of Cookies' Report, 2023

<sup>8</sup> Datassential 'Snack Trend' FoodBytes, 2023

<sup>9</sup> Foodservice IP 'Capturing Opportunities in Convenience Store Foodservice' May 2023



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ONE FAMILY.

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