



CONVENIENT. PURPOSEFUL SNACKING.

2026 C-STORE TRENDS & INSPIRATION GUIDE

Consumers are shifting toward well-rounded snacks that offer protein, balance and wholesomeness, turning quick bites into satisfying and satiating moments. At the same time, beverages are evolving beyond refreshment, gaining traction as customers reach for sips that provide energy and sustenance.

With 74% of consumers ordering smaller portion sizes for health reasons,¹ momentum is shifting towards all-day snacking with items that need to answer the call. As c-stores become the daily destination, the opportunities are endless. Deliver snacks that don't just satisfy their cravings, but fuel function and perform across every daypart.

40%
OF C-STORE
CUSTOMERS THINK
MENU VARIETY IS
IMPROVING.²



Farm Rich Grilled
Cheese Style Bites
(PC 25584)

Soft Whip Cold Foam
(PC 09229)



62%
OF CONSUMERS
PURCHASED A PREPARED
COLD, FROZEN, AND/OR
HOT BEVERAGE
DURING THEIR LAST
VISIT TO A
C-STORE.²

49%
OF C-STORE
CUSTOMERS
PURCHASE ITEMS
ON IMPULSE.²

4.5"x9" Cheesy
Pull Apart Flatbread
(PC 21216)



SNACKING AT EVERY OPPORTUNITY.

IF IT SIPPS, IT SATISFIES.

Beverages are no longer an add-on, they're becoming the main focus. Consumers want beverages that offer more, combining protein, hydration, caffeine and indulgence in one convenient cup. 65% of consumers have drank a beverage as a meal replacement,³ so c-stores need to be prepared to offer high-performing sips all day long.

C-STORE USERS ARE MORE LIKELY TO PURCHASE PREPARED BEVERAGES (36%) THAN PREPARED FOOD (29%).²

Soft Whip Cold Foam (PC 09229)

66% OF C-STORE CUSTOMERS PURCHASE A PREPARED BEVERAGE AT LEAST ONCE A WEEK.³

76% OF C-STORE CUSTOMERS PURCHASED A BEVERAGE ON THEIR MOST RECENT VISIT.³

f'real Chocolate Chill Milkshake with Blend 'N Sip Self-Serve Blender (PC 80103)

f'real Coffee Frappe with Blend 'N Serve Back-of-House Blender (PC 80055)

All-In-One Creamer (PC 23904)

[CLICK FOR MORE BEVERAGE TIPS](#)

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



SNACKING WITH PURPOSE.

Traditional meal structures are giving way to smaller, more frequent eating occasions throughout the day. Today's consumers are looking for any opportunity to fit a meal into their busy lives, and they're looking for more out of their snacks than just flavors.⁴ From pizza to baked goods to grab and go options, versatility is key to meeting consumers wherever and whenever they're hungry.

63% OF C-STORE CUSTOMERS PURCHASED THEIR LAST PREPARED FOOD OR BEVERAGE AT LUNCH OR AS A SNACK.¹



Mexican Street Corn Inspired Bites (PC 25586)

MEXICAN CHEESE (+11%) PREDICTED GROWTH.⁶

CLICK FOR MORE GRAB 'N GO TREAT INSPO

SOCIAL CONVERSATIONS ABOUT PARFAITS HAVE INCREASED BY 11.71% YEAR-OVER-YEAR.⁵



Our Specialty Treat Shop® S'mores Mousse Parfait (PC 26202)

47% OF CONSUMERS IMPULSE PURCHASE PACKAGED FOOD ITEMS.²



Christie Cookie Co.® Triple Chocolate Blonde Baked IW Cookie (PC 24803)



Fully Finished Cinnamon Roll 4ct Clam Shell (PC 25250)

CLICK FOR MORE BAKERY TIPS

89% OF CONSUMERS LOVE/LIKE DONUTS.⁴

Ready-To-Finish Jumbo French Toast Filled Donut Bite (PC 19621)

Ready-To-Finish Strawberry Cheesecake Filled Donut Bite (PC 25588)

WELCOME IN WELLNESS.

Wellness is here to stay. Consumers, especially younger generations, are consistently reaching for options that fuel their bodies and fit their lifestyles, prioritizing protein, plant-based options and better-for-you ingredients. And with functional benefits becoming an expectation, Rich's helps operators anticipate their cravings with wholesome options that feel good and taste even better.



f'real Mango Smoothie (PC 80112)



71% OF MILLENNIALS AND GEN Z WANT TO EAT MORE PLANT-BASED FOOD.⁷



12" Gluten-Free Cauliflower Crust (PC 20986)



COMING 2027!
NATURALLY DYED BETTERCREME™ WHIPPED ICING

CLICK HERE FOR FUNCTIONAL SNACKING IDEAS

TIPS TO MAKE 2026 AND BEYOND A SUCCESS.



LOYAL TO THEM, LOYAL TO YOU.

Gen Z and Millennial consumers are visiting c-stores more frequently than older generations. Win them over with options that deliver both function and indulgence, especially in smaller and more flexible portions.



MEET THEM ON-THE-GO.

45% of consumers are buying more to eat on-the-go.⁸ Portable, ready-to-eat snacks that deliver real value across any daypart gives c-stores a competitive edge.



SMALLER IS BETTER.

Consumers want smaller portions, and nearly half of consumers say smaller portions are the best way to try new flavors.⁵ Providing more options in 'snack sized' amounts allows operators to create more sales and get more products in front of each consumer.



WORLD CUP & AMERICA'S 250TH BIRTHDAY.

Operators have a huge opportunity to bring global flavors to the table and capitalize the celebratory experience that is the 2026 World Cup! And with America celebrating its 250th birthday this July, LTOs should play a huge role in your summertime menus.

38% OF U.S. SPORTS FANS PLAN TO WATCH THE WORLD CUP, WITH 55% OF FANS AGES 18-34.⁹

1 - Circana, 2025 2 - Datassential, Keynote: C-Store 2026 3 - Technomic, C-Store Q1 2026 Market Brief 4 - Datassential, Pastries & Donuts 2026 5 - Tastewise, Foodtrend, Parfait, 2025 6 - Snacks & Apps Category Report, 2026 7 - Green Queen, Most Consumers Hungry for Plant-Based Food, February 2025 8 - Datassential, C-Store Keynote 2026 9 - Nielsen, 2025



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ONE FAMILY.

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