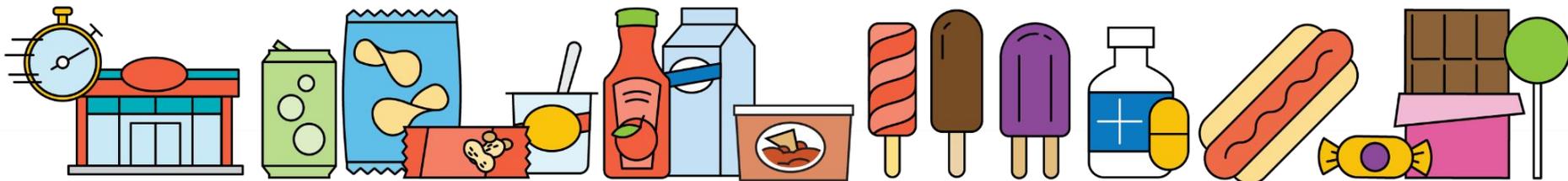




CONVENIENT INSIGHTS: THE C-STORE SHOPPER

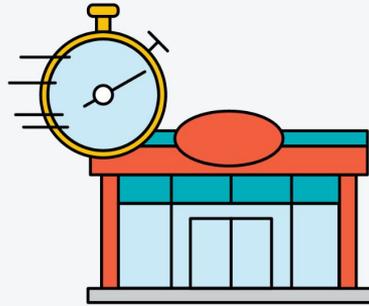


Convenience stores (c-stores) are an essential part of the customer journey. Understanding what c-store shoppers purchase and why they make those purchases is critical to long-term brand growth. To uncover the motivations, attitudes and buying behaviors of c-store shoppers, NCSolutions (NCS) commissioned a nationally representative consumer survey.

WHAT DID WE LEARN?

We learned that Americans really like convenience stores. Not only do c-stores provide an enjoyable experience, but shoppers find them to be places that provide good value where they can discover new products.

Convenience Store Shoppers Agree...



THERE IS A LOT OF PRODUCT VARIETY IN THE STORE

79%

THE CONVENIENCE STORE PROVIDES A GOOD SHOPPING EXPERIENCE

77%

THEY FIND NEW PRODUCTS AND BRANDS THEY HAVEN'T SEEN BEFORE

71%

THEY SEE A GOOD VALUE FOR THEIR BUDGET WHEN THEY SHOP AT C-STORES

63%

Source: NCSolutions Consumer Sentiment Survey, October 2022

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READ ON TO UNDERSTAND HOW THE ATTITUDES AND EXPERIENCES OF C-STORE SHOPPERS CAN BE GOOD NEWS FOR YOUR BRAND.



WHAT YOU WILL READ

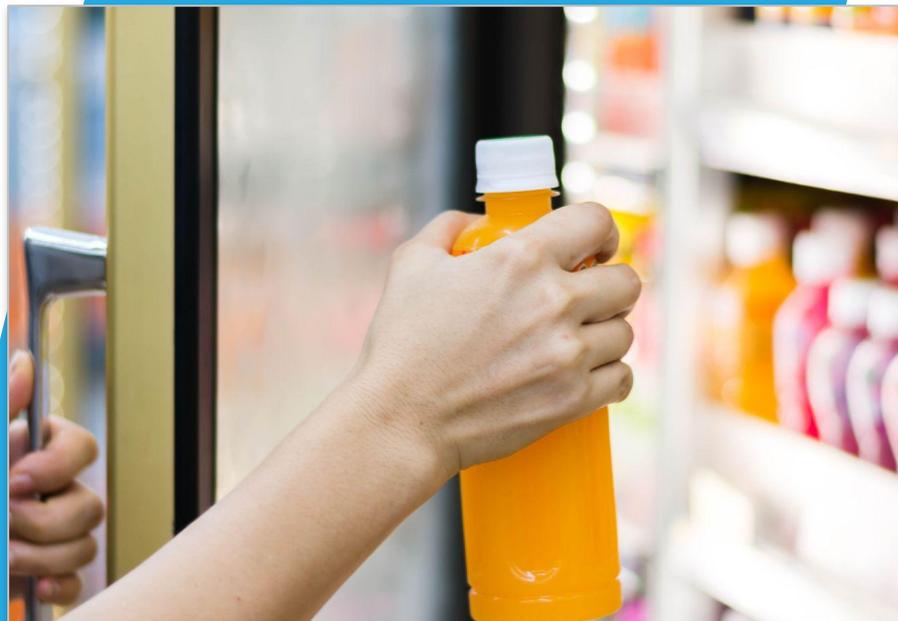
THE MAKEUP OF THE C-STORE SHOPPER

- What Brings C-Store Shoppers Into The Store?
- What Are C-Store Shoppers Buying?
- How Often Do They Shop?
- How Buyers Shop
- The Z Factor

TIPS FOR ADVERTISERS

- Innovate In The C-Store
- Getting Social
- Capture your Ad Spend

KEY TAKEAWAYS



Americans visit convenience stores for various reasons, but the location is number one, cited by 65% of American consumers. Fifty-nine percent say convenience stores meet their immediate needs, while 54% like that they can conduct transactions quickly and be on their way.

Nearly one-third (30%) say price brings them into the store, while 28% enjoy the variety of products c-stores offer. Additionally, thirty-four percent shop at c-stores because they are less crowded.

What Brings C-Store Shoppers Into the Store?



65%
FOR
LOCATION

59%
BECAUSE IT
MEETS
IMMEDIATE
NEEDS

54%
BECAUSE OF
SPEED

34%
BECAUSE IT'S LESS
CROWDED THAN
SUPERMARKETS
AND BIG BOX
STORES

30%
BECAUSE OF THE
PRICE

28%
ENJOY THE
VARIETY

21%
PREFER THE
STORE BRAND

Source: NCSolutions Consumer Sentiment Survey, October 2022

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LEARN WHAT SHOPPERS ARE BUYING IN THESE
LESS CROWDED STORES.



WHAT ARE C-STORE SHOPPERS BUYING?

More than two-thirds (67%) of Americans feed their sweet tooth with candy purchases from convenience stores, and many rely on c-stores as a place to quench their thirst.

Fifty-seven percent of consumers said they purchase on-the-go drinks like coffee, tea, or fountain beverages at c-stores, while 40% buy milk, juice and other staples, 32% pick up packaged beverages and 23% buy beer.

OPTION	RANK	RESPONSE %
Candy and snacks	1	67%
Coffee, tea or fountain beverages	2	57%
Milk, juice and other staples	3	40%
Lottery	4	37%
Cigarettes, tobacco products and vapes	5	34%
Packaged beverages	6	32%
Prepared foods	7	30%
Beer	8	23%

Source: NCSolutions Consumer Sentiment Survey, October 2022

NEXT UP, LEARN HOW OFTEN THEY SHOP AND HOW MANY ITEMS THEY PICK UP PER VISIT.



SHOPPING OFTEN AND FILLING THEIR BASKETS



62%

**OF AMERICANS VISIT
C-STORES AT LEAST
ONCE A WEEK**

87%

**BUY 2 OR MORE ITEMS
PER VISIT**

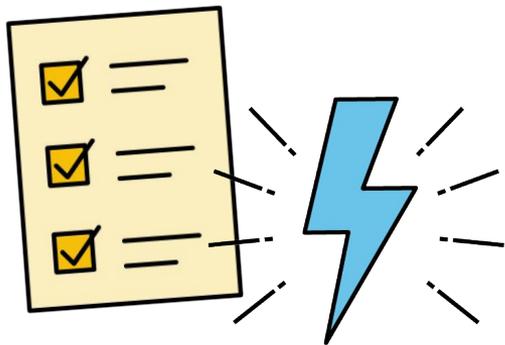
Source: NCSolutions Consumer
Sentiment Survey, October 2022

**NEXT, FIND OUT IF THEY STICK
TO THE LIST OR ENGAGE IN
IMPULSE BUYING.**



HOW C-STORE BUYERS SHOP

Two-thirds of shoppers stick to their list of what they intended to buy. However, almost 40% make impulse buying decisions.



HOW ABOUT GEN Z? SEE HOW THEY SHOP AND WHAT MOTIVATES THEM



66%

OF AMERICANS MOSTLY BUY WHAT THEY ENTERED THE STORE TO PURCHASE.

39%

OF AMERICANS MAKE IMPULSE BUYING DECISIONS AT THE C-STORE.

Source: NCSolutions Consumer Sentiment Survey, October 2022

THE Z FACTOR

	GEN Z	ALL OTHER GENERATIONS	THE Z FACTOR
Have used a delivery service to have products delivered from a convenience store	49%	25%	96%
Likely to buy a product promoted by a store on social media	53%	32%	66%
Likely to buy a CBD product at a c-store	11%	5%	120%
Feel c-stores provide a good shopping experience	91%	75%	21%
Enjoy the c-store experience	92%	77%	19%
Likely to roam the aisles for inspiration	44%	25%	76%

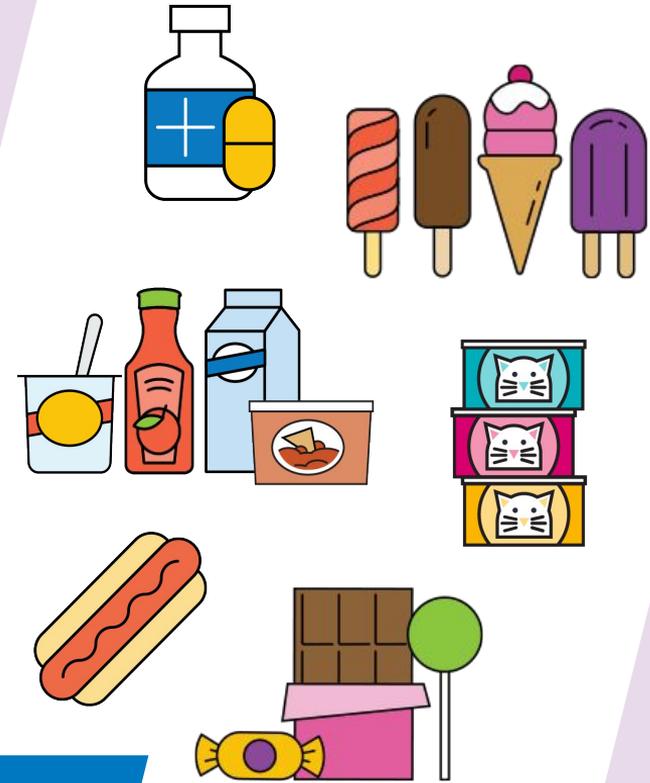
Z Factor =
percent increase
compared to all
other generations

Source: NCSolutions Consumer Sentiment Survey, October 2022

FIND OPPORTUNITIES WITH C-STORE INSIGHTS

Americans have favorable opinions about c-stores and the products they sell. They also shop at c-stores frequently and tend to buy multiple items.

How can advertisers leverage insights of c-store shoppers to create sales lift and long-term brand growth?

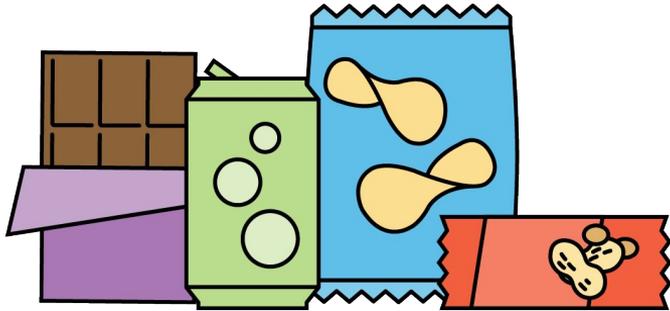


READ ON TO UNCOVER TIPS



C-STORES PROVIDE INNOVATION OPPORTUNITIES

C-store shoppers mostly buy single-serve items, providing opportunities for low-commitment purchases. **Consider how the C-store can be a low-risk entry for product innovation and measure the sales lift of your new product trial.**



30%

OF CONSUMERS SAY THEY FIND NEW PRODUCTS AND FLAVORS TO TRY.

28%

OF CONSUMERS SAY THEY ROAM THE AISLES LOOKING FOR INSPIRATION.

Source: NCSolutions Consumer Sentiment Survey, October 2022

DISCOVER THE SOCIAL MEDIA EFFECT ON PURCHASES



How Likely Are Convenience Store Shoppers to Buy a Product They See Promoted by a Store on Social Media?



COMPLETELY
LIKELY

16%

+

VERY
LIKELY

19%

+

SOMEWHAT
LIKELY

35%

=

70%

DEGREE OF
LIKELIHOOD TO
PURCHASE

Source: NCSolutions Consumer Sentiment Survey, October 2022

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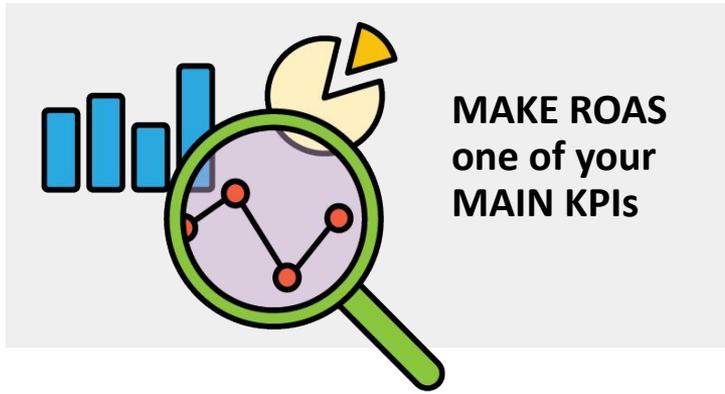
Social media is an effective platform for targeting your brand buyers. **Find and influence your consumers on social media with purchase-based insights.**

LEARN MORE ABOUT THE EFFECT OF
ADVERTISING ON C-STORE SHOPPERS



CAPTURE YOUR AD SPEND

Always measure the return on ad spend (ROAS) of your campaigns. Understand which platforms, creative and frequency work the best, and use the findings to inform your next campaign.



**MAKE ROAS
one of your
MAIN KPIs**

14%

**OF CONSUMERS SAY THEY
RECENTLY PURCHASED A
PRODUCT IN A C-STORE
THEY SAW AN AD FOR.**

20%

**OF CONSUMERS SAY THEY
RECENTLY PURCHASED A
PRODUCT THEY SEE FEATURED
IN A C-STORE.**

Source: NCSolutions Consumer Sentiment Survey,
October 2022

**READ ON.
YOU'RE ALMOST
THERE!**



“

These new consumer insights accentuate convenience stores' considerable role in America today. At the c-store, the shopping moment is low risk for the consumer and high opportunity for brands. With primarily single-serve portions, consumers are looking for products on the go. It is a perfect place to engage and secure new brand buyers and identify the viability of new products.”



Alan Miles
CEO, NCSolutions

KEY TAKEAWAYS

1

C-store shoppers shop frequently and make impulse decisions — especially Gen Z.

Use in-flight optimization solutions to find your customers at the moment with real-time purchase insights.

2

Drive super-sized return on ad spend with precise targeting using purchase-based insights.

Chances are your buyer's next visit to the convenience store will happen again shortly. Connecting with them during their purchase cycle is key to maintaining brand loyalty.

3

Measure the return on ad spend for all your campaigns.

Make sure you capture sales in all outlets, like convenience stores, for a representative and accurate picture of the impact of your media investment. Use detailed outcomes to plan your next campaign.

4

Work with retail media networks that can help you reach buyers at the right time and place.

Ensure they can give you a comprehensive market view that informs how your campaign drove sales at their store and in other stores.



ABOUT CONSUMER SENTIMENT DATA

This consumer sentiment survey was fielded between October 7 - 10, 2022. The survey has 2,216 respondents, ages 18+ with the results weighted to be representative of the overall U.S. population.

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IMPROVING ADVERTISING EFFECTIVENESS.

That's our thing. And we've been helping CPG brands, publishers and retailers for more than a decade, delivering solutions to the biggest challenges.

How do we do it? We're constantly developing new and powerful ways for CPG advertisers to best **TARGET, OPTIMIZE, MEASURE AND ENABLE** sales-based outcomes – across almost every platform, channel and device. It's an evolving combination of data-rich insights, proven strategies and innovations – all working together to help you impact incremental sales and drive better results.

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