



Numerator

MYTHBUSTERS

"Convenience stores only appeal to a niche group."

July 2019

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MYTH

"Convenience stores only appeal to a niche group."

The C-Store Shopper

BUSTED

- ☐ Male
- ☐ Older
- ☐ Low Income
- ☐ Rural
- ☐ Less Healthy

TRUTH

Nearly 4 in 5 households shop convenience stores.



Heavy c-store shoppers fit the stereotypical niche

...But they only make up 31% of convenience shoppers, and differ from medium/light shoppers

Shoppers Grouped by Yearly Convenience Store Spend

Heavy (\$100+)

Rural Males

Stereotype

Gen X

35.4% | Index 118

Rural

35.1% | Index 126

Male

24.7% | Index 124

Medium (\$25 to <\$100)

Suburban Boomers

Boomers

41.2% | Index 101

Suburban

37.1% | Index 99

Female

81.4% | Index 100

Light (<\$25)

Young & Urban

Gen Z & Millennial

28.1% | Index 108

Urban

37.1% | Index 107

Female

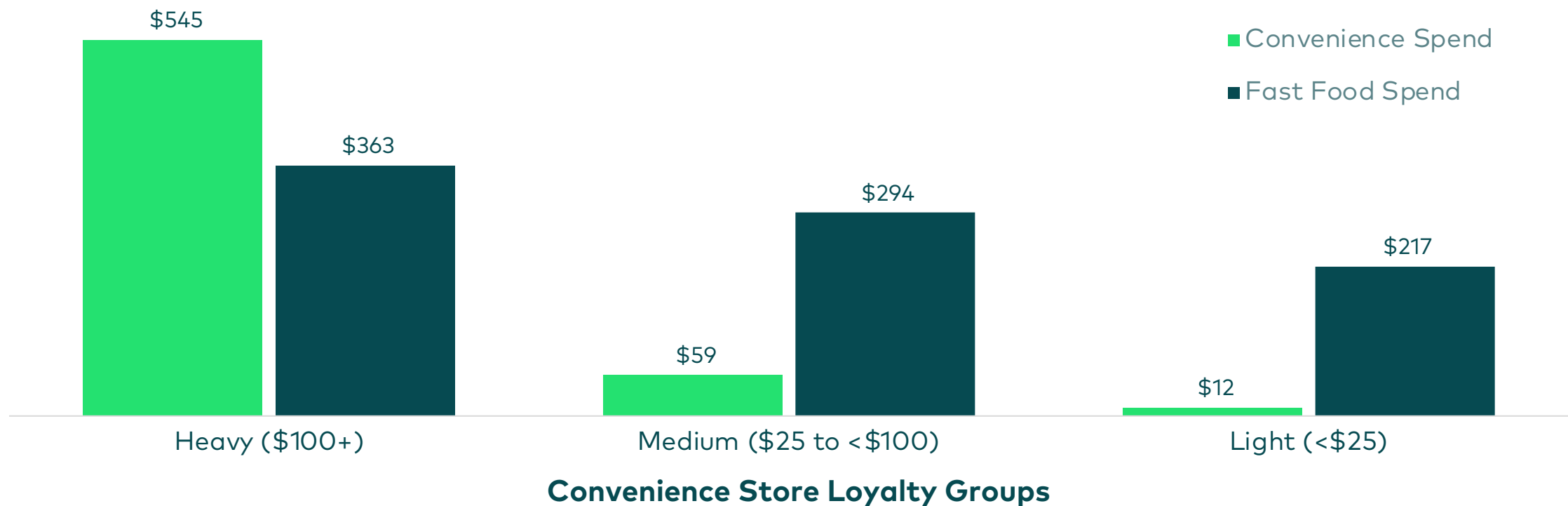
81.4% | Index 102

Convenience store spending also correlates to spending at Fast Food restaurants

Both medium and light c-store shoppers spend more on fast food than they do at convenience

Leaked Snack & Beverage Spending

Among Medium/Light C-Store shoppers



Beverages, snacks and alcohol are top items across multiple groups

Heavy c-store shoppers are the only group who spends a significant amount on nicotine products

Shoppers Grouped by Yearly Convenience Store Spend

Heavy (\$100+)

Top Items

- 1 Nicotine Products
- 2 Beverages
- 3 Alcohol

Medium (\$25 to <\$100)

Top Items

- 1 Beverages
- 2 Snacks
- 3 Alcohol

Light (<\$25)

Top Items

- 1 Beverages
- 2 Snacks
- 3 Deli & Prepared Foods

Medium/Light shoppers only spend 1.3% of their snack and beverage dollars at c-stores

Capturing even 1% more of their SOW in these categories can mean significant sales.

Leaked Snack & Beverage Spending

Among Medium/Light C-Store shoppers

Closers

Have purchased snacks or beverages at convenience stores

77.3%

of households

+0.6%

change vs. year ago

\$13

Buy rate for snacks or beverages at convenience stores

Share of Wallet

% of spend at convenience stores for snacks & beverages

1.3%

of spend

Leakage

% of spend for snacks & beverages at other stores

98.7%

of spend

\$511 million

Projected \$ Value of
+1 point of SOW

**Targeting only the
stereotype ignores 69%
of c-store shoppers**

Tailor the assortment in **urban & suburban locations to better align with medium/light shopper needs.**

Questions we can help to answer:

- What snack brands are most popular among medium/light c-store shoppers?
- Are certain health characteristics important to this group when purchasing food and beverages?
- What else is typically purchased on a snack or beverage trip?

Any other myths you want us to bust?
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