

Convenience Stores - UK - April 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“For convenience retailers, those consumers incorporating c-stores within their regular grocery shopping repertoire are most important. On this basis, young shoppers – most importantly, the 25-34 age group – should be the focus for retailers.”

– John Mercer, European Retail Analyst

This report looks at the following areas:

- Which age groups are worth focusing on?
- What locations should retailers be targeting?
- Are there opportunities in petrol forecourts?
- What are the opportunities in food-to-go and food-service?
- Is convenience a panacea for major grocers?

Convenience is one of the higher-growth segments in grocery retailing. Its near 5% growth rates are comfortably in excess of the circa 3.5% growth for all grocery retailing.

The encroachment of the grocery multiples such as Tesco and Sainsbury's is changing convenience shopping from a distress or emergency top-up shop to a regular part of consumers' grocery shopping repertoire. As a consequence, these retailers are helping to grow the sector.

At the same time, the boom in online grocery shopping is contributing demand for top-up shops between occasional internet shops.

These factors mean fresh foods, meal solutions and food-to-go are increasingly important. They also mean that not all convenience retailers will benefit equally from a rising market.

A convenience store (c-store) is a small-store grocery-focused retail format which in effect is complementary to a supermarket. Conventionally, it offers a convenience service for people needing to undertake top-up shopping or make distress purchases. With the entrance of major grocers into the sector in recent years, with higher standards of fresh and chilled foods and trusted own-brands, the sector has become increasingly prominent in consumers' last-minute meal shopping.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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