

## Convenience Stores - US - March 2014

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“Quick stops to pick up a few items or get gasoline are the primary reasons that consumers visit convenience stores. While convenience stores have a reputation for unhealthy food, many are improving their offerings to provide healthier alternatives appealing to shifting consumer tastes, hoping to encourage more visits.”  
 – Ali Lipson, Senior Retail & Apparel Analyst

This report looks at the following areas:

- Why do people visit convenience stores?
- What is the impact of the growing Hispanic population?
- How are convenience stores innovating?
- What can c-stores do to encourage more visits?

Total convenience store retail sales reached \$127 billion in 2013, and are expected to increase by nearly 4% in 2014. Convenience store retail sales are expected to rise between 2013 and 2018. Many factors impact the profitability of convenience stores, including consumer confidence and unemployment. Meanwhile, concerns about obesity and health have created demand for healthier offerings at convenience stores. In addition, the rising Hispanic population will likely contribute to growth in this market.

This report builds on the analysis presented in Mintel's Convenience Stores—US, August 2012, Attitudes Toward Convenience Store Shopping—US, April 2011, and Convenience Stores—US, May 2009. Mintel's Convenience Store Foodservice—US, March 2014 is an important companion to this report. Other related reports include Blacks and Convenience Stores—US, February 2012 and Hispanics and Convenience Stores—US, February 2012.

For the purposes of this report, Mintel defines convenience stores as establishments that retail a limited line of goods, primarily groceries and ready-to-consume beverages and snacks, in easily accessible locations. The majority of convenience stores also sell motor fuel.

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DID YOU KNOW?

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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7-Eleven

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ampm

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Chevron

Cumberland Farms

Hess

Sheetz

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