

Convenience Stores- UK - September 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

Convenience retailing is changing fast. For years, it changed little while the food retailing market leaders concentrated on developing superstores to serve the primary weekly shop. But in the last ten years those same market leaders have turned their attention to C-stores and developed formats that serve consumers far better.



Key issues covered in the analysis

- C-stores are widely used, with 36m people claiming to shop at them.
- Almost 10m people are using them more now than a few years ago. Largely thanks to the success of Tesco Express and similar formats, although their growth alone would not account for such a large figure.
- Just under half (17m shoppers), usually use them if they want something right away and almost as many (15m) use them just for top-up items.
- Price is an important decider of which C-store to visit for 19m shoppers. But 27m people just choose the closest outlet.
- For between 7.5m and 8.5m shoppers, promotions, well-known brands, quality of offer and friendly service are important reasons to choose which C-store to shop at. Ethical and environmental issues are far less important – only 4%, 1.5 million people – use them because they think it is better for the environment.
- C-stores still face competition from supermarkets, however, as 5m people would rather use their local superstore for top-up shopping.
- Mintel believes that in the longer term the function of the convenience store will be to provide immediate meal needs – snacks, lunchtime foods and meals to take home to cook in the microwave. Presently, only 4m people say they use C-stores for snacks.

Scope of the report

A convenience store (C-store) is a retail format that is complementary to the superstore. It offers a convenience service for people needing to do top-up shopping or looking for immediate meal solutions.

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