

Convenience Stores - US - March 2018

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"Faced with declines in motor fuel rates, cigarette smokers, and carbonated soda drinkers in recent years, the convenience store (c-store) industry is in a state of change as it looks toward other product areas and innovations to drive sales."

Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- Channel back on a path of growth, but faces some threats
- Competitive pressure mounts
- Falling short on product assortment and price

Leading retailers in the industry are focused first and foremost on adding healthier food and beverage items to their assortments. Beyond that, big advancements in the coming year and beyond are likely to include home delivery, scan and go checkout options, mobile payment, and improved loyalty programs that better leverage customer data, analytics, and technology.

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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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Abbreviations

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