

Hispanics and Convenience Stores - US - April 2018

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"The convenience store (c-store) category is facing lower margins due to a competitive retail landscape and declines in motor fuel prices over the past few years. As the category aims to find its own identity – one that may go beyond just convenience – it can't ignore Hispanics. Hispanics visit c-stores more frequently and over index for shopping at most of the top c-stores."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanics consider c-stores commodities
- The value of convenience

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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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