

Convenience Stores – Canada – January 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

As retail has evolved in recent years – including grocery stores, big box stores and e-commerce – it is worthwhile to review where convenience stores stand in the overall landscape and what the future might hold for these stores if the current trends continue.

- Price and selection are the biggest barriers facing convenience stores
- Potential for foodservice sales in convenience stores is limited
- The convenience store model makes it difficult to upsell customers



"Convenience stores are a fixture in the Canadian retail market. With easily accessible locations and long business hours, they offer consumers a shopping option that is quick and easy."

– Scott Stewart, Senior Research Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- **The issues**
- **Price and selection are the biggest barriers facing convenience stores**
Figure 1: Reasons for not visiting convenience stores, November 2018
- **Potential for foodservice sales in convenience stores is limited**
Figure 2: Purchased or interested in purchasing from a convenience store, shopped vs did not shop, November 2018
- **The convenience store model makes it difficult to upsell customers**
- **The opportunities**
- **Most consumers shop at convenience stores**
Figure 3: Convenience store usage, November 2018
- **People see convenience stores as a quick, easy option**
Figure 4: Reasons for visiting convenience stores, November 2018
- **Younger consumers represent a shift in how convenience stores are used**
Figure 5: Products purchased at convenience stores, by age, November 2018
- **What it means**

THE MARKET – WHAT YOU NEED TO KNOW

- Gas price trends can have an impact on convenience stores
- Road trips are on the rise
- Cigarette smoking is on a steady decline
- Gambling is beginning to shift online
- Suburbs are the fastest growing parts of the country

MARKET FACTORS

- **Gas price trends can have an impact on convenience stores**
Figure 6: Average retail prices for regular gasoline in Canada, 2015–18
- **Road trips are on the rise**
Figure 7: Road trips within Canada, 2011–17
- **Cigarette smoking is on a steady decline**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 8: Prevalence of cigarette smokers in Canada, 1965-2015

- **Gambling is beginning to shift online**
- **Suburbs are the fastest growing parts of the country**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Convenience stores are using branded partnerships to drive traffic**
- **Couche-Tard is taking over the convenience store landscape**
- **Grocery stores are encroaching on the convenience store model**
- **There is an arms race to make convenience stores even more convenient**

WHAT'S WORKING?

- **Convenience stores are using branded partnerships to drive traffic**

CHALLENGES

- **Couche-Tard is taking over the convenience store landscape**
- **Grocery stores are encroaching on the convenience store model**

WHAT'S NEXT?

- **There is an arms race to make stores even more convenient**

Figure 9: Introducing Amazon Go and the world's most advanced shopping technology, December 2016

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Convenience store usage**
- **Reasons for visiting convenience stores**
- **Barriers to shopping at convenience stores**
- **Purchase behaviour at convenience stores**
- **Position of convenience stores in the retail market**
- **Opportunity to sell food at convenience stores**

CONVENIENCE STORE USAGE

- **Most consumers shop at convenience stores**

Figure 10: Convenience store usage, November 2018

Figure 11: Convenience store usage, by gender, November 2018

Figure 12: Convenience store usage, by age, November 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: Convenience store usage, by region, November 2018

Figure 14: Convenience stores shopped at, by region, November 2018

- **Life situation plays a considerable role in convenience store usage**

Figure 15: Convenience store usage, by kids at home, November 2018

Figure 16: Convenience store usage, by living area, November 2018

Figure 17: Convenience stores shopped at, by living area, November 2018

REASONS FOR VISITING CONVENIENCE STORES

- **Most convenience store consumers want to get in and out quickly**

Figure 18: Reasons for visiting convenience stores, November 2018

- **Gas fill-ups are key traffic drivers for convenience stores**

Figure 19: Visit convenience stores after getting gas, by living area, November 2018

Figure 20: Visit convenience stores after getting gas, by income, November 2018

Figure 21: Visit convenience stores after getting gas, by gender and kids at home, November 2018

Figure 22: Products purchased at convenience store, by reason for visit, November 2018

- **Many consumers are walking to convenience stores**

Figure 23: Visit convenience stores within walking distance, by age, November 2018

Figure 24: Visit convenience stores within walking distance, by living area, November 2018

Figure 25: Visit convenience stores within walking distance, by income, November 2018

- **Lack of other options drives some consumers to convenience stores**

Figure 26: Visit convenience stores when only store available, by age and gender, November 2018

BARRIERS TO SHOPPING AT CONVENIENCE STORES

- **Many consumers believe they can find better prices elsewhere**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 27: Reasons for not visiting convenience stores, November 2018

- **A lack of products is a barrier to shopping at convenience stores**

PURCHASE BEHAVIOUR AT CONVENIENCE STORES

- **Snacks and treats are the most commonly purchased products**

Figure 28: Products purchased at convenience store, November 2018

Figure 29: Products purchased at convenience store, by age, November 2018

Figure 30: Products purchased at convenience store, by region, November 2018

Figure 31: Products purchased at convenience store, by kids in household, November 2018

- **Lottery tickets are important to convenience stores, but are at risk**

Figure 32: Purchase lottery tickets at convenience store, by age, November 2018

Figure 33: Purchase lottery tickets at convenience store, by region, November 2018

- **Milk is the leading grocery-type purchase at convenience stores**

Figure 34: Purchase milk at convenience store, by region, November 2018

Figure 35: Purchase milk at convenience store, by household income, November 2018

Figure 36: Purchase milk at convenience store, by kids in household and gender, November 2018

- **Foodservice purchases at convenience stores skew to young men**

Figure 37: Purchase ready-to-eat/made-to-order food at convenience store, by age and gender, November 2018

Figure 38: Purchase ready-to-eat/made-to-order food at convenience store, Asian Canadians vs overall, November 2018

Figure 39: Purchase ready-to-eat/made-to-order food at convenience store, by region, November 2018

POSITION OF CONVENIENCE STORES IN THE RETAIL MARKET

- **More than half of consumers don't browse at convenience stores**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Many consumers see convenience stores as a last option**

Figure 40: Only visit convenience stores when it's the only option, by age, November 2018

Figure 41: Only visit convenience stores when it's the only option, by gender, November 2018

Figure 42: Only visit convenience stores when it's the only option, by living area, November 2018

- **Grocery stores pose a growing threat to convenience stores**

Figure 43: Self-checkout at grocery stores makes paying as quick as c-stores, by age, November 2018

Figure 44: Self-checkout at grocery stores makes paying as quick as c-stores, by kids at home, November 2018

- **Lottery ticket and cigarette consumers are focused on those products**

OPPORTUNITY TO SELL FOOD AT CONVENIENCE STORES

- **Fresh snacks are an opportunity to drive traffic and sales**

Figure 45: Purchased or interested in purchasing from a convenience store, shopped vs did not shop, November 2018

Figure 46: Never purchased from convenience store but interested, shopped vs did not shop, November 2018

Figure 47: Never purchased fresh snacks from convenience store but interested, by age and gender, November 2018

- **Most food offerings would only resonate with current consumers**

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations
- Terms

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.