

# Convenience Store Foodservice - US - February 2021

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## This report looks at the following areas:

With a massive shift of Americans at home and off the roads during the pandemic, and to some degree, after it, convenience stores must make their shopping experiences shorter, safer and more convenient than ever before to grow their foodservice business. This means testing and expanding low- or no-contact in-store shopping, digital ordering, delivery and pickup options – including drive-thru service – and considering more mobile formats, from food trucks to pop-up shops.

## This Report looks at the following areas:

- The impact of the COVID-19 crisis on consumer behavior and convenience store foodservice
- Recessionary and recessionary recovery impacts on convenience store foodservice
- How convenience stores can speed up foodservice recovery and better compete with other foodservice channels
- How the notion of convenience is changing for consumers as a result of the pandemic



“Convenience stores’ foodservice sales are suffering during the pandemic due to far fewer drivers on the roads and an increase in online and bulk grocery shopping.”

– Jill Failla, Senior Foodservice Analyst

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- C-stores shouldn't feel too many negative effects of economic downturn
- Pandemic shifts Americans' overall retail behaviors for better or worse

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### MARKET SIZE AND FORECAST

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- **Drive-thru opportunity grows exponentially**

- **Invest in less-traditional c-store dayparts**

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## COMPANIES AND BRANDS – KEY TAKEAWAYS

- Foodservice falters, but c-stores keep close eye on fried chicken, seasonal LTOs
- Off-premise takes off as a result of COVID-19 crisis

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- Foodservice investments continue despite pandemic setbacks
- Leading up to 2020
- Lockdown
- Recovery begins
- Fried chicken wars
- Seasonality drives demand

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- Lower-contact shopping proliferates
- Delivery service blows up

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- C-stores must reconsider foodservice options and service formats, including clerk-served and takeout-friendly formats, to boost pandemic losses

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