

## Convenience Stores - US - March 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Convenience stores are a steady presence in most US consumers' lives and a significant \$450 billion business.

With 82% of survey respondents stating that they have gone to a convenience store within the last three months, this channel is clearly an important platform for connecting with shoppers and making sales."

Ali Lipson, Category Manager – Retail & Apparel

This report looks at the following areas:

- Low gas prices bring a positive outlook
- Bigger is best
- Core audience is highly engaged with c-store

### Definition

This report builds on the analysis presented in Mintel's *Convenience Stores – US, March 2014*, *Convenience Stores – US, August 2012* and *Attitudes Toward Convenience Store Shopping – US, April 2011*. Mintel's *Convenience Store Foodservice – US, March 2016* is an important companion to this report.

For the purposes of this report, Mintel defines convenience stores as establishments that retail a limited line of goods, primarily groceries and ready-to-consume beverages and snacks, in easily accessible locations. The majority of convenience stores also sell motor fuel.

According to the NACS (National Association of Convenience Stores), common characteristics of convenience stores include:

- Building size of less than 5,000 square feet
- Stock of at least 500 SKUs (stock-keeping units)
- Off-street parking and/or convenient pedestrian access
- Extended hours of operation with many open 24 hours a day, seven days a week

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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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Source: based on U.S. Census Bureau, Annual/Monthly Retail Trade Surveys and Economic Census/Mintel

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Winning with the lottery?

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C-stores focus on consolidation

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