

Convenience Store Foodservice - US - March 2017

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"The c-store (convenience store) foodservice market is marked by two distinct consumer types. One group includes frequent c-store customers. These consumers value variety at c-stores and generally have very positive views surrounding c-store foodservice offerings."

- Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- C-store perceptions vary dramatically
- MTO visitation lags behind beverage visitation
- C-store foods are not top of mind for consumers

Sales of foodservice items at c-stores continue to grow reaching an estimated \$34.5 billion in 2016; sales are expected to reach \$41.8 billion by 2021. C-stores can continue to grow their foodservice sales by offering consumers the quick, affordable meals they want while also branching out into more premium menu items.

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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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