

Convenience Store Foodservice - US - 2022

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This report looks at the following areas:

- The continued effect of COVID-19
- Loyalty program membership and appealing features
- The importance of variety and quality of foodservice options
- The impact of fuel prices on foodservice sales
- Strategies for engaging consumers with foodservice programs

Only 47% of consumers are members of a c-store loyalty program, but men and parents are among the demographics more likely to be members. Heightened interest in convenience and value drive these groups, but both are something that almost all consumers can get on board with, making loyalty programs an opportunity for attracting consumers to c-store foodservice.

Inflation will be felt at the c-store inside and at the pump, with rising gas prices particularly painful to consumers who are already struggling, as gas is often a necessity. Consumers may find themselves less willing, or able, to pay for convenience when food prices are steadily rising.

Product shortages and labor shortages are a threat to c-stores as both can complicate the convenience element of the store. If consumers can't reliably find what they want, or if stores have to reduce hours because of a lack of employees, consumers may find themselves reducing their c-store visits.

Opportunity, then, comes from doubling down on convenience and potential savings. Again, loyalty programs are a win if those programs are easy to use. Prepared foods that are complete meals or are bundled with other foods and drinks to create a complete meal make c-store foodservice relevant outside on-the-go eating. Finally, delivery is an ultra-convenient option that keeps c-stores top of mind; tying delivery to rewards creates additional value.



"C-store foodservice is in a unique position, as it must first consider how gas prices will affect foot traffic. Loyalty programs are an important tool in connecting in-store purchases to paying less at the pump."

– Michele Scott, Senior Analyst

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What's included

- Executive Summary
- Full Report PDF
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