

## Convenience Store Foodservice - US - March 2014

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

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“Convenience stores today have to perform a tricky balancing act: consumers are asking for healthy options, an array of foods and beverages, freshly made sandwiches and entrees, and indulgent treats, all while still providing quick service at a low price. Operators will need to focus on broad appeal – making sure every customer can find something they crave within their walls.”  
– Katrina Fajardo, Foodservice Analyst

### This report looks at the following areas:

- Can convenience stores change the way consumers view the channel?
- How do convenience stores provide both healthy and indulgent foods?
- How to expand foodservice operations, without compromising convenience?

Convenience stores have emerged as a competitive player in the foodservice scene, as many stores have refocused their sales strategies toward fresh, made-to-order foods and beverages. Mintel reports more than half of adults aged 18+ have visited a convenience store for food and beverage items during the last three months. However, white space still remains. Consumers are asking for fresher foods with healthier halos, along with an expansive beverage program, but still desire indulgent foods at a low price. Operators need to strike the right balance in order to attract new customers while retaining their core.

This report builds on the analysis presented in Mintel's *Convenience Store Foodservice—US, February 2013*, as well as the March 2012 and March 2011 reports of the same title.

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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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