

## Black Consumers and Convenience Stores - US - April 2018

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Convenience stores' value among Black consumers is rooted primarily in the amount of time they are able to save in traveling to and from the store as well as the shopping experience itself. Black men are the main c-store shoppers and they use these outlets as one-stop shopping locations, mostly at gas stations and chain stores.

This report looks at the following areas:

- Black c-store shoppers are segmented by time and need constraints
- Black consumers shop at gas station-owned c-stores multiple times during the week
- Packaged snacks are the number one item purchased in c-stores
- Black consumers shop at the convenience store closest to home

Black consumers are satisfied with their convenience store shopping experience, but technological advancements, expanded food and beverage options, as well as rewards for their existing behavior would give frequent shoppers the incentive to shop at c-stores more often. Sale items and cents-off promotions are appreciated among Black c-store shoppers, but secondary to easy access and fast service.

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