

# The Strengths & Weaknesses of C-stores

Shopper research reveals the convenience channel needs a new value proposition

The “convenience” business has never been more competitive. Today, almost every type of retail outlet — grocery store, drugstore, supercenter, e-commerce site — is seeking to make their shopping experience “convenient” for harried consumers. EIQ Research Solutions, sister company of *Convenience Store News*, surveyed convenience store shoppers to determine the strengths and weaknesses of varying store types, and understand what the convenience channel needs to do in order to compete and win against other retail types.

## What do convenience stores do when convenience is no longer a differentiator?

	STORE TYPE PERFORMANCE			
	CONVENIENCE	VS. DRUG	VS. SUPERCENTER	VS. DOLLAR
General convenience	8.01	7.95	7.85	7.83 [+]
Trip speed	7.97	7.82	7.23 [+]	7.54 [+]
Clean store	7.14	8.25 [-]	7.86 [-]	6.88 [+]
Organization	7.11	7.81 [-]	7.87 [-]	7.01
Product quality	7.11	8.17 [-]	8.11 [-]	6.77 [+]
Friendly employees	7.03	7.74 [-]	7.36 [-]	7.20
Helpful employees	6.81	7.72 [-]	7.28 [-]	6.87
Product selection	6.76	7.73 [-]	8.37 [-]	7.07 [-]
Price	6.69	7.60 [-]	8.33 [-]	8.38 [-]
Overall satisfaction	7.26	7.71 [-]	7.71 [-]	7.43 [-]

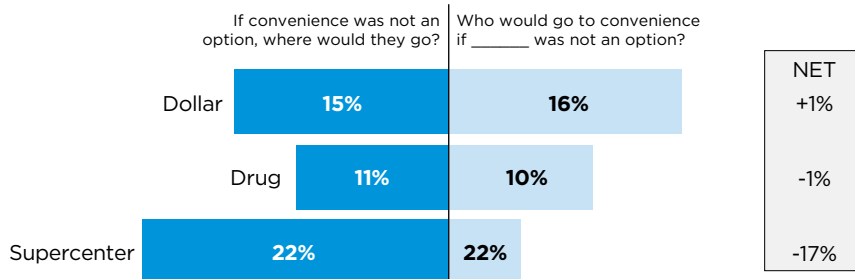
**KEY**  
 + Convenience store strength  
 - Convenience store weakness

Note: Mean scores on a 1-10 scale displayed

### Key Takeaway

Convenience stores no longer provide a more convenient shopping experience than drugstores or supercenters. If the convenience segment wants to be more than the right place at the right time, they must look for a new value proposition that shoppers will seek out.

## Retail Alternatives



### Key Takeaway

When given an option between three alternatives, supercenter is the preferred alternative if convenience is not available. However, there appears to be much more relative competition between convenience and dollar or drug.



Want to collaborate and share expertise with your peers? The Council of Retail Experts (CORE) is an exclusive network of convenience store retail leaders who do just that. For more information on how to join CORE, please visit [www.cvcoreinsights.com](http://www.cvcoreinsights.com).



Survey respondents sourced via ProdegeMR, reinventing the market research process by taking a respondent first approach. Visit [prodegemr.com/ensembleiq](http://prodegemr.com/ensembleiq) for more info.