



Getting to Know the C-store Tobacco Buyer

Seven in 10 cigarette purchasers have tried e-cigarettes or vaping products

Despite the many challenges of the tobacco business — declining volume, new regulations, legislative scrutiny, and more — it remains a crucial business for convenience store operators. Cigarettes accounted for 28.5 percent of all in-store sales in the convenience channel last year, while other tobacco products (OTP) accounted for 6.84 percent of in-store sales. The c-store tobacco consumer, however, is evolving as new nicotine products continue to hit the market. Here's a look at some of the latest consumer insights around tobacco purchasing.



72%



of U.S. convenience store shoppers who purchase cigarettes have tried electronic cigarettes or vaping products.

79%



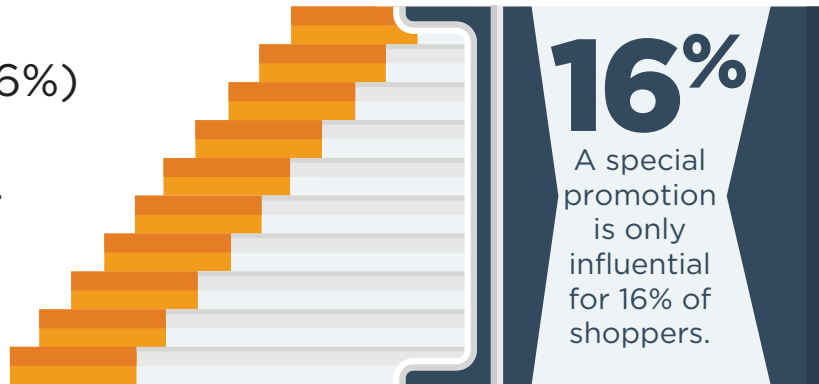
Millennials (79%) are more likely to have tried e-cigarettes or vaping products than Generation X (67%) and baby boomers (62%).



Only 1 in 5 c-store cigarette buyers who have tried e-cigarettes or vaping products (21%) say they are currently using them.

Source: Convenience Store News Realities of the Aisle Study, 2019

Convenient location (57%), **price/value** (46%) and **brand** (38%) hold the most influence for cigarette purchases at convenience stores.



Source: Convenience Store News Realities of the Aisle Study, 2019

49%

Just under half of c-store tobacco buyers (49%) are not aware of the Food and Drug Administration's (FDA) proposal to remove flavored e-cigarette and vaping products from convenience stores.

57%

Millennials (57%) and Generation X (50%) shoppers are more likely to be aware of the FDA proposal than baby boomers (37%).

Source: Convenience Store News Realities of the Aisle Study, 2019