



Making Healthy Convenient

C-stores can do a better job of satisfying the needs of better-for-you shoppers

Nearly two out of every three convenience store shoppers consider themselves to be health-conscious, but of these, only 27 percent are satisfied with the current better-for-you offerings at c-stores today. This indicates a critical area of opportunity that will only grow in importance. The 2019 Convenience Store News Realities of the Aisle Study asked c-store shoppers about their feelings on health and wellness, including specific concerns they have around the food and beverages they consume. Here's a look at the findings.

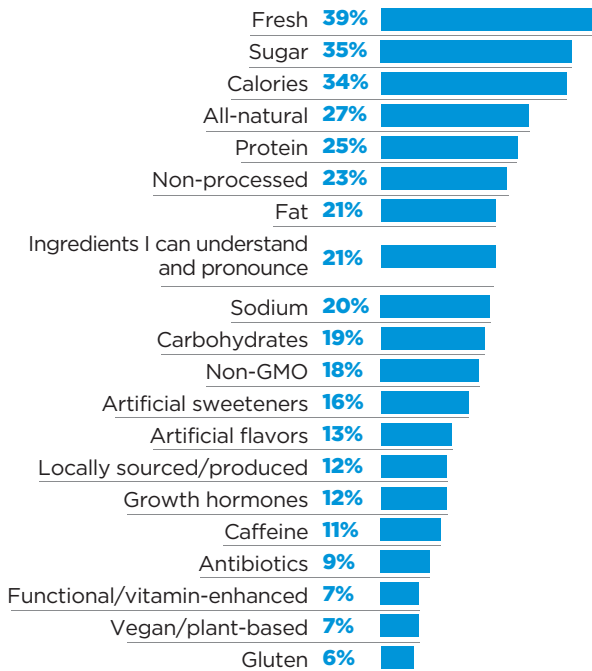


61%

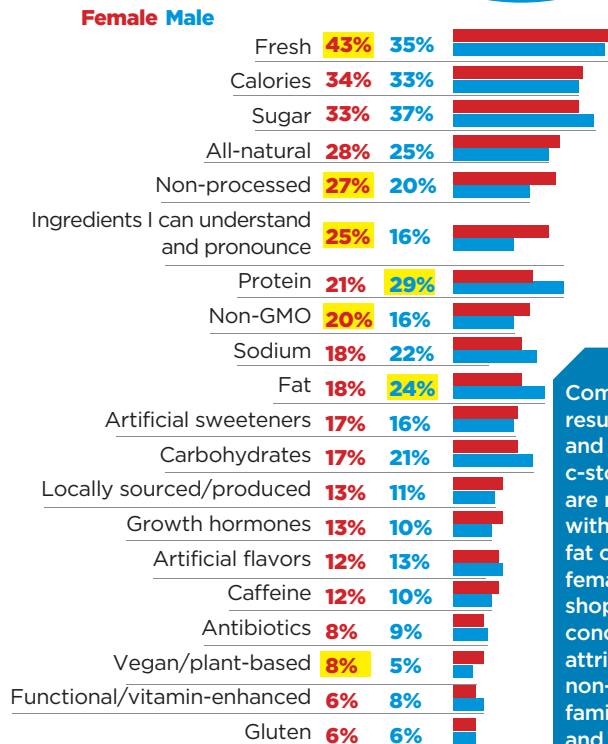
of convenience store shoppers consider themselves to be health-conscious.



Concerns for Total Shoppers



Concerns by Gender



Comparing the results among men and women, male c-store shoppers are more concerned with protein and fat content, while female c-store shoppers are more concerned with attributes like fresh, non-processed, familiar ingredients and non-GMO.

TOP HEALTH CONCERNS AMONG ALL C-STORE SHOPPERS:

- FRESHNESS
- SUGAR CONTENT
- CALORIES



ONE IN FOUR c-store shoppers is **not satisfied** with the selection of healthy food and beverages that's available at convenience stores today.

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