

The Rise of the Stay-at-Home Shopper

C-store customers are shifting to online grocery sites and delivery services amidst pandemic

As health officials hammer home that the safest place to be during the coronavirus pandemic is inside your own house with your own family, new research from *Convenience Store News* finds that a significant number of convenience store customers are heeding this advice and becoming stay-at-home shoppers. A majority say they are frequenting brick-and-mortar convenience stores less today than before the pandemic. Instead, to get the goods they need, many are shifting to online grocery sites and delivery services. More specifically, the research shows:



FOUR IN 10

convenience store shoppers say they are using online grocery stores/sites (i.e., Amazon Fresh, Peapod, Instacart, etc.) more now than before the pandemic.



Only 28% SAY THEY DO NOT SHOP THESE SITES AT ALL.

52% More than half of c-store shoppers (52%) are shopping at convenience stores less now than pre-pandemic.

When asked why, **about a quarter (24%)** indicated that they are **choosing to shop at online stores/sites instead.**



MEN WERE MORE LIKELY THAN WOMEN TO CITE THIS AS A REASON:

26% VS. **22%**

Generationally, Gen X c-store shoppers were the most likely to cite this.

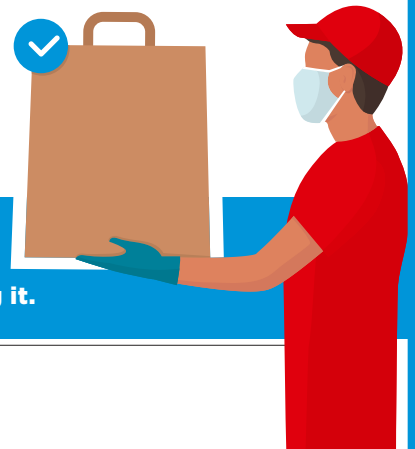


56%

of c-store shoppers have **increased their usage of delivery services** during the pandemic.

THE TOP DELIVERY SERVICES BEING USED “REGULARLY” ARE:

1. Amazon/Amazon Fresh
2. Local independent restaurant
3. Local grocery store
4. Online grocery site (i.e., Instacart)
5. DoorDash



WHERE AVAILABLE, 12% of shoppers say they’re regularly using local convenience store delivery and 24% say they’re occasionally using it.