

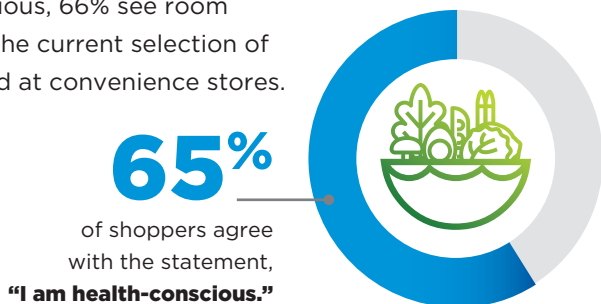
Shedding the Pandemic Pounds

Nearly two-thirds of convenience store shoppers say they are health-conscious

The COVID-19 pandemic has left many lasting changes in consumers' lives, including expanded waistlines. Spending more time at home, Americans had easy access to their pantries, and many turned to comfort food and indulgent treats to cope with the stress and anxiety of the health crisis. Today, nearly two-thirds of convenience store shoppers consider themselves to be "health-conscious," according to the findings of the *2021 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month. Other health-related findings from the study include:



Among those c-store shoppers who say they're health-conscious, 66% see room for improvement in the current selection of healthy foods offered at convenience stores.



Convenience channel shoppers in the Northeast are the MOST SATISFIED with the better-for-you product selection at their c-store of choice. Midwest shoppers are the LEAST SATISFIED.



What aspects of better-for-you foods and beverages are you most concerned about or interested in?

By a significant margin, fresh leads the list of concerns for health-conscious shoppers.

Fresh	43%
Sugar	27%
Calories	26%
Protein	25%
All-natural	25%
Ingredients I can understand and pronounce	22%
Sodium	18%
Carbohydrates	17%
Non-GMO	16%
Caffeine	16%
Fat	16%
Non-processed	15%
Artificial sweeteners	14%
Locally sourced/produced	13%
Functional/vitamin-enhanced	10%
Growth hormones	10%
Clean label	9%
Antibiotics	9%
Artificial flavors	8%
Vegan/plant-based	6%
Gluten	6%



AT LEAST A QUARTER OF HEALTH-CONSCIOUS SHOPPERS are also concerned about sugar, calories and protein, as well as the products they consume being all-natural.

MALE C-STORE SHOPPERS ARE MORE CONCERNED than females about sugar, sodium and protein. FEMALE C-STORE SHOPPERS ARE MORE CONCERNED than males about caffeine.

