

## The State of C-store Loyalty

Opportunity exists in making rewards easier to achieve and more enticing

Today's "convenience" game brings a crowded field of players. With the coronavirus pandemic prompting the widespread rollout of mobile/online ordering, curbside pickup, delivery and drive-thru across retail channels, the importance of building brand loyalty has perhaps never been stronger. 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, two in five shoppers say they are currently enrolled in a convenience store loyalty program and actively use it, while 8 percent are enrolled but do not use their membership. Other findings include:

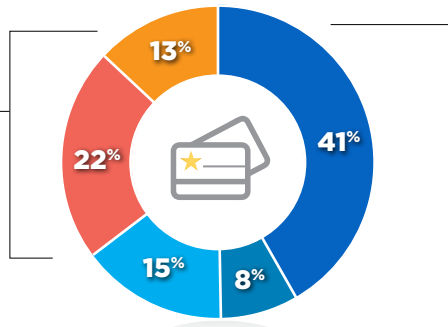


**Among shoppers who say their preferred convenience store does not offer a loyalty program, 22% indicate they would enroll if a program was made available.**

**35%**

No, convenience store shopped most often does not have a loyalty program

**If they did I would enroll**  
**Would not enroll even if they did**



**64%**

Yes, convenience store shopped most often has a loyalty program

**I am enrolled and actively use**  
**I am enrolled but do not use**  
**I am not enrolled**

**More than THREE-QUARTERS** of those shoppers who actively use a c-store loyalty program say they are **EXTREMELY/VERY SATISFIED** with the program.

**Just 3% are dissatisfied.**



**83%**

of c-store loyalty program participants say their program has a mobile app

**66%**

indicate they have used it — a gap of 17 percentage points

## REASONS AGAINST ENROLLING IN CONVENIENCE STORE LOYALTY PROGRAMS

**Among the 13% of shoppers who say they would not enroll in a loyalty program even if their preferred c-store had one, their chief reasons why not are primarily an issue of the rewards being too onerous to achieve, or not valuable enough.**

