

## Product Proficiency

Fair prices and in-stock supply matter most to c-store shoppers these days

When choosing which retailers to shop at, nearly half of convenience store customers say the shopping experience at each retailer is important to them and a factor in their decision-making. These days, what a positive shopping experience means to them is, foremost, the price of products and the products they need being in stock — not surprising considering the supply chain and inflation difficulties that are currently challenging the retail industry. The *2022 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month, uncovered the following insights:



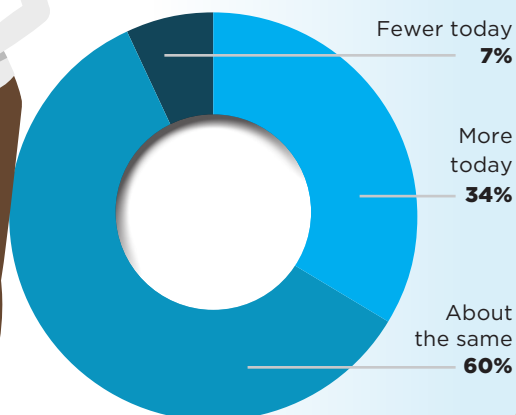
**Among convenience store shoppers, the three leading descriptors of a positive shopping experience are reasonable prices, in-stock products, and a good variety of products.**



**“Convenience to me means that the products I need are in stock at low prices, so I do not have to go to more than one store to get all I need.”**

— One surveyed shopper

**More than a third of shoppers report seeing more product outages at convenience stores today.**



**The good news is that when faced with a product outage, 35% of c-store shoppers say they purchase a different brand of the same product type. The bad news is that an almost equal number (34%) choose to go to a different store.**

