



In Need of a Healthy Makeover?

C-stores can do a better job of satisfying the wants of health-conscious shoppers

Convenience stores have long been viewed as a 24/7 haven to satisfy those cravings for a sweet treat, salty snack or fried food at any time of the day. But that doesn't mean c-store shoppers aren't interested in healthy and better-for-you foods and beverages. The *2023 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500 consumers who shop a c-store at least once a month, uncovered the following insights:

61%

of convenience store shoppers agree with the statement: **"I am health conscious."**

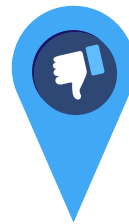
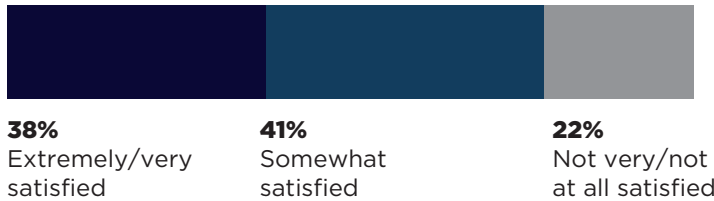


This percentage is even higher among millennial c-store shoppers, reaching 65%.

Satisfaction With Selection of Healthy/Better-For-You Foods at Convenience Stores

Among those c-store shoppers who identify as health conscious, 22% say they are not at all or not very satisfied with the current selection of healthy food and beverages available at convenience stores.

This number jumped 7 points year over year.



Boomers are the least satisfied, while millennials are the most satisfied.

The Most Important Aspects of Better-for-You Food & Beverages

Leading the list of concerns/interest for health-conscious shoppers is product freshness.

- 38% Fresh
- 29% Sugar
- 25% Protein
- 25% Calories
- 23% All natural
- 19% Ingredients I can understand and pronounce
- 19% Sodium
- 18% Caffeine
- 16% Carbohydrates
- 14% Non-GMO
- 14% Fat
- 13% Nonprocessed
- 12% Artificial sweeteners
- 11% Artificial flavors
- 11% Locally sourced/produced
- 9% Clean label
- 9% Antibiotics
- 7% Functional/vitamin-enhanced
- 7% Growth hormones
- 6% Gluten
- 5% Vegan/plant-based



Product attributes that saw a rise in concern/interest year over year are sugar, calories, sodium, caffeine, non-GMO and artificial flavors.



Product attributes that saw a decline in concern/interest year over year are all natural, locally sourced/produced, clean label, and ingredients I can understand and pronounce.