



Eight Consumer Insights to Guide Your 2024 Strategy

From foodservice to loyalty programs, new opportunities abound

The new year is an ideal time to take stock of your business, and consider areas for improvement and new growth. Take into account these consumer insights as you formulate your plan of attack for 2024.



The perception of prices being too high at convenience stores is the leading reason shoppers say they do not purchase certain items from the channel. The highest incidences for this are:

Nonedible grocery	65%	Packaged beverages	60%
General merchandise	64%	Edible grocery	59%
Health & beauty care	61%	Packaged snacks	54%



Source: Convenience Store News Realities of the Aisle Study

35%

More consumers are integrating their favorite snack products into meals, up 35% over previous years. Once a week, more than half of consumers use snacks as a key ingredient in no-prep dinners.

Source: U.S. Snack Index



More than half of Generation Z grocery shoppers say they always/frequently choose a place to shop because of its store brands. Additionally, 56% are extremely likely/likely to experiment with store brands to find the best value.

Source: Private Label Manufacturers Association



A nationwide study of millennial and Gen Z consumers that delved into the cohorts' dining perspectives found that 77% say they like convenience stores that have café seating.

Source: Y-Pulse



Convenience store loyalty programs generate the highest increase in check sizes across all restaurant segments, with loyalty member checks 12% higher.

Source: Paytronix Loyalty Report 2023



41%

For of U.S. consumers, affordability is the most important thing when looking for an electric vehicle charging station.

Source: PDI Technologies

The top five factors that influence the pump-to-store decision are:

1. Was feeling hungry/thirsty
2. Loyalty program
3. Mobile app promotion
4. Promotional signage
5. Banners/window signs

Source: Convenience Store News Realities of the Aisle Study



A new study on self-checkout stations revealed that 15% of respondents admitted to having purposely taken an item while supposedly scanning and among them, 44% plan to steal items again when using self-checkout.

Source: LendingTree

