



Value Seekers

A positive c-store shopping experience increasingly means reasonable prices

U.S. households continue to spend, but challenged with less disposable income, consumers are more cognizant of product prices these days and looking for a good value. According to the *2024 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500 consumers who shop a c-store at least once a month, 59% of participants said the No. 1 factor that defines “a positive shopping experience” for them is the price of products — up 5 points from a year ago. The survey, fielded at the beginning of this year, also revealed:



65%

Compared to one year ago, **65% of convenience store shoppers say they are noticing price increases more now** when they shop the channel.

Only **6% say they are noticing fewer price increases when they shop at c-stores**, while **23% report that they are seeing the same amount** as last year.

WHEN A PRODUCT THEY WANTED TO PURCHASE AT A CONVENIENCE STORE WAS TOO EXPENSIVE:

- **38%** of shoppers said they left without making a purchase
- **32%** said they purchased a different product type instead
- **30%** said they purchased the product anyway because they needed it
- **27%** said they went to a different store instead

Generation Z shoppers (aged 18 to 26) and millennial shoppers (aged 27 to 42) are the most likely to say they purchased a different product type instead — 46% for Gen Z and 40% for millennials — or they purchased the product anyway because they needed it — 43% for Gen Z and 37% for millennials.



When shoppers were asked which store brand products they bought at c-stores in the past month, **packaged snacks (25%), hot beverages (25%) and prepared food (23%)** topped the list.

Nonstore brand purchasers said, if available at convenience stores, they would be most interested in purchasing private label options in the following categories:

- Health and beauty care (**37%**)
- Nonedible grocery (**35%**)
- Cold/frozen dispensed beverages (**33%**)
- Packaged snacks (**32%**)
- Hot dispensed beverages (**32%**)
- Edible grocery (**32%**)

