

BETTER FOR OR WITH A MEAL

Diners looking for something yummy

C-store
Trips

7%

Items per
Basket

6.1



“

I needed lunch, so I ordered a sandwich and my favorite snacks for delivery. An in-app promotional discount cemented my decision.

”

Who They Are

- Older Male
- Higher-Income
- Longer Work Commutes

What Sets Them Apart



**Takes breaks
& recharges**

(Rest from driving 187i; meeting someone 184i)



**Bundle food
& drink for
sharing**

(Multi-serve 154i; consume w/ other adults 130i)



**Want real,
nutritious
ingredients**

(Functional benefits 237i; real ingredients 191i)

Top Reasons For Shopping C-Store

60% Wanted something to eat (174i)

37% Wanted something to drink (67i)

17% Needed to buy food for later (173i)

Top Emotional Purchase Drivers

22% wanted something quick (100i)

20% wanted something ready (93i)

16% it pairs well (200i)

Where They Shop

C-store type

43% Food forward (129i)

28% Traditional (64i)

11% Travel (158i)

10% Independent (98i)

9% Mini mart (133i)

When They Shop

Visits stores most often early morning & peaks mid-afternoon

How They Shop

Pre-shop Make lists Check online loyalty apps, coupons Review menus, nutritional info

Shop Buy from coolers, checkout & displays Influenced by promos

Post-shop Consume purchases later in the day

What They Buy

Beverages Flavored sparkling water Protein drinks Smoothies

Healthy Snacks Fruit & Veg Bars Nuts & Seeds Pretzels

Snacks Potato Chips Tortilla Chips Dips Candy/Candy Bars

How To Reach This Shopper

- Attract online with meal bundles & econvenience
- Focus on better-for-you promos during early morning or lunch
- Signage near ready-to-eat or chilled foods to drive beverage add-ons
- Highlight larger pack items as they are likely tied to eating with others



Read the Article – Explore more insights in the full pepviz article Driven by Convenience: Seven Shopper Needs Powering C-Store Trips [HERE](#)

Partner with PepsiCo – Connect with your PepsiCo rep for tailored insights and strategic recommendations for your stores

Source: PepsiCo, "C-Store Shopper Needs & Opportunities 2025," January 2025
Note: All Indexes vs. Total C-Store Trips



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UPBEAT ERRANDS

C-store explorers on a mission to get things done

C-store
Trips

16%

Items per
Basket

6



“

We were so excited after my son’s football game, we stopped at [our c-store] to get drinks for myself and my boys.

”

Who They Are

- Male
- Gen Z
- Suburban
- African-American

What Sets Them Apart



Happiest mission in the store

(Excited or happy 388i)



Planned trip with spontaneous swaps

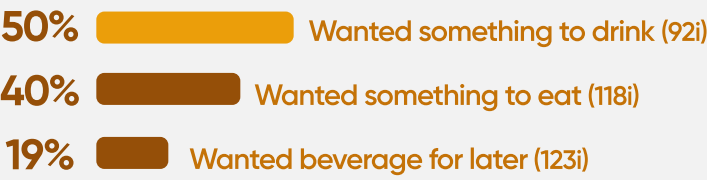
(Lists 196i; Swaps 156i)



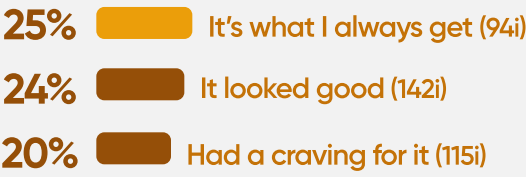
Both fun & feel-good fuel

(Indulgent 160i; Healthy 187i)

Top Reasons For Shopping C-Store

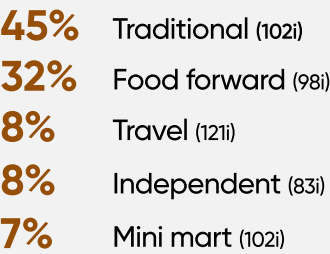


Top Emotional Purchase Drivers



Where They Shop

C-store type



When They Shop

Visits stores most often from noon to mid-afternoon

How They Shop

Pre-shop	Consult passengers	Check promos	Compare menus
Shop	Buy from aisles	Open to unplanned purchases	
Post-shop	Consume purchases immediately or later in the day		

What They Buy

Beverages	CSDs	Energy	Juice	Tea
Ready-to-eat	Pizza	Burger	Fresh baked	
Snacks	Meat snacks	Crackers	Flavored tortilla chips	Popcorn

How To Reach This Shopper

- Emphasize treats & bundles
- Lead with snacks & ready-to-eat food
- Attract via digital ads/promos on app
- Highlight larger pack size promos on display



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