

# 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 & convenience
- 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

50% Wanted something to drink (92i)

40% Wanted something to eat (118i)

19% Wanted beverage for later (123i)

## Top Emotional Purchase Drivers

25% It’s what I always get (94i)

24% It looked good (142i)

20% Had a craving for it (115i)

## Where They Shop

### C-store type

- 45% Traditional (102i)
- 32% Food forward (98i)
- 8% Travel (121i)
- 8% Independent (83i)
- 7% Mini mart (102i)

## 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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