

understanding continuing shifts in shopper behavior at convenience

Shoppers are using all channels, not just convenience, for quick trips. Competition has escalated, and to win these trips, c-stores must be prepared to embrace shifting shopper behaviors. Retailers must be focused on the emotional needs of the shopper, as well as convenience, to ensure they are rewarding, satisfying, and providing self-care opportunities as shopper expectations have shifted.



understanding the six c-store shopper segments allows retailers to better meet shopper needs*



Engaged Enthusiasts

most frequent c-store shoppers, with high standards for product variety, brands, and store experience



Health-Focused Shoppers

prefer healthier name brands but balance views of food for comfort



Price-Sensitive Shoppers

like to browse and indulge, eating more on the go and trying new brands on their budget



Habitual Shoppers

prioritize taste and treating themselves; their frequent trips are part of a weekly routine



Infrequent Indulgers

occasional, more spontaneous shoppers; make selections based on what's available at their go-to stores



Last-Resort Shoppers

visit for necessity and flexibility; increasingly seek "great value"

shopper behaviors and expectations have evolved†

win with quality

- deliver variety and trusted brands
- offer healthy/fresh food & beverage options
- capture **Engaged Enthusiasts and Health-Focused Shoppers**

respond to shifting dayparts

- provide a variety of prepared food & beverage drinks
- satisfy spontaneous needs that extend into late night
- capture **Infrequent Indulgers and Last-Resort Shoppers**



new economic shifts are impacting shopper decision making

understand increased price sensitivity

- target core quick trip shoppers seeking typical convenience & gas experience
- leverage shopper programs both in-store and online to drive engagement across food & beverage
- capture **Price-Sensitive Shoppers and Habitual Shoppers**



pepviz can help you understand the convenience store shopper

As shopper needs evolve, do you know how to identify and address your shopper segments?

We know who the shoppers are, and our proprietary data allows us to see where they shop, so retailers can adjust their assortment to match the needs of the specific shopper. Talk to your PepsiCo sales rep or insights partner to get the tools and insight you need to make sure you're reaching the right shoppers with the right message.



*PepsiCo Demand Accelerator "C-store Shopper Shifts & Segmentation Refresh", July 2021

† Frito-Lay "2021 Convenience Store Industry Trends & Category Overview", July 2021