

the transformation of quick trips

As shopper behaviors have come into focus in a post-pandemic world, quick trips are on the rise across shopping channels.

so how do we define a quick trip?*

- limited items purchased
- short time spent shopping
- often for immediate consumption



not all quick trips are the same—
three trip missions are critical to winning quick trips[†]

of total shopping trips:



17% quick & specific

- supplement regular grocery shopping with a few additional items
- buy a specific food or beverage item needed immediately



6% close & convenient

- shopping because stores happened to be close by
- the store was convenient to stop in



6% recharge & reward

- take a break in your day and treat yourself
- buy items that are quick to eat or drink immediately

ease & convenience are at the center of quick trips[‡]

evolving value equation

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insight: value means more than just finding a price and is driven by quality, relevance, and experience

implication: understand what value means to your shoppers and be sure to deliver on it



increased shopper mobility

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insight: people are moving more than during the pandemic, but their routines have shifted

implication: make sure your assortment is relevant to your shoppers' new routines

greater connection to tech

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insight: the role of online channels like click & collect and delivery have increased

implication: a seamless, integrated online experience is now a tablestake

pepviz™

pepviz can help you identify new quick trip opportunities

Quick trips are an important part of your shoppers' trip mix. Do you know how to win them?

With pepviz, better understand the motivations behind these trips to reach shoppers before and after they visit your store.

Talk to your PepsiCo contact today about how to attract and retain quick trips and unlock granular growth.



*PepsiCo Demand Accelerator "Trip Missions 2.0", April 2020

†IRI "C-Store Trip Missions", April 12, 2022

‡PepsiCo Demand Accelerator "C-Store Shopper Shifts and Segmentation Refresh", July 2021