

31 March, 2020

Convenience virtual event

Convenience channels continue to undergo a renaissance in the U.S. and globally, leveraging services and experiential factors to increase their destination appeal for shoppers. Join Kantar experts as they examine strategies for engaging shoppers and capturing share of wallet in the nontraditional channel of convenience.



You'll walk away with

- A strong grasp of macroeconomic, shopper, industry, and retail trends to identify actionable convenience channel insights for 2020 and beyond
- An understanding of how convenience is evolving from a spatial, digital, and assortment lens
- A better picture of today's convenience trip missions and the importance of omnichannel integration across a retailer's loyal shopper base

Registration

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Virtual event

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Kantar Presenters



Simon Johnstone
Director



David Marcotte
Senior Vice President



Liz Thayer
Senior Analyst

Morning
Sessions**The impact of COVID-19 on the Convenience Channel**

David Marcotte, Senior Vice President

- Convenience as a key player
- Unpacking macroeconomic pressures
- Retail's near future
- Implications and next steps

Dissecting the convenience landscape

David Marcotte, Senior Vice President

While consolidation continues within the channel, more investment from foreign companies like EG Group and the re-emergence of oil companies in retail is changing the competitive set once again. Here, we answer the four big questions:

- What's driving growth in convenience?
- Why is convenience important for suppliers?
- How should suppliers think about convenience?
- Where should suppliers invest in convenience?

Understanding the fragmented convenience shopper

Simon Johnstone, Director

Global, national, and regional players are all striving to capture shoppers and boost in-store sales by reallocating space and developing new categories. This session explores the mission behavior of c-store shoppers and how perceptions of value and convenience drive in-store sales. We will examine:

- Who the convenience channel shopper is
- What role c-stores play, from fuel to food
- What c-stores are doing to capture different shopper trip missions

Afternoon
Sessions**Channel blurring: Why and how the rest of the trade plays into convenience**

Simon Johnstone, Director

David Marcotte, Senior Vice President

While the convenience channel is poised for growth, it faces several external challenges as channel boundaries blur. The rise of startups, Amazon's brick-and-mortar experiments, and value discounters' reinvention are diluting traditional c-store advantages like opening hours and location. As a result, more c-stores will be repositioning themselves as a destination shoppers want to go to as opposed to a destination they need to go to. We will explore:

- Which companies outside the channel are poised to grab a bigger piece of the convenience pie
- The new approaches and strategies convenience operators will need as channel blurring ramps up
- The degree to which c-stores will hyperlocalize or differentiate their assortment

Afternoon
Sessions**Key players in the channel: Retailer overviews and strategic initiatives**

Liz Thayer, Senior Analyst

The convenience channel continues to feel pressure from other channels as the notion of “everywhere convenience” becomes an integral part of winning share of wallet. This session examines the retailers influencing the channel as we know it and identifies the channel’s up-and-coming retailers. We will explore:

- National, and local channel players, including 7-Eleven, Casey’s, and Wawa
- Core retailer loyalty platforms in convenience
- Individual retailer evolution, including formats, category diversification, M&A activity, and technology

The convenience store of the future

David Marcotte, Senior Vice President

Get insights into the innovations and experiments occurring in the channel today that will become part of the store standard of the future. In addition to new formats and prototypes, we will look at:

- Food service and the race to be the next meal-solution destination
- What, if anything, convenience operators can learn from Amazon Go
- The role of people versus robots and advanced automation to reduce costs

Winning in convenience: Turning insights into actions

Simon Johnstone, Director

David Marcotte, Senior Vice President

Wrap up the day with a capability assessment that will help you leverage insights and unlock growth. We’ll look at best-in-class execution at the point of sale and also cover how to:

- Link products to missions
- Understand channel dynamics so you can develop curated customer plans
- Determine what role you should play (supply, partner, or advise) in the channel