

CONVENIENCE MEETS HEALTHY: NEW GRAB AND GO TRENDS EMERGE

1 IN 3 AMERICANS TURN TO CONVENIENCE STORES FOR HEALTHY FOOD OPTIONS



50% OF CONSUMERS

say their favorite convenience store could improve its product quality and variety

WHAT DO PEOPLE WANT?



AMERICANS WOULD VISIT THEIR CONVENIENCE STORE MORE OFTEN IF IT OFFERED



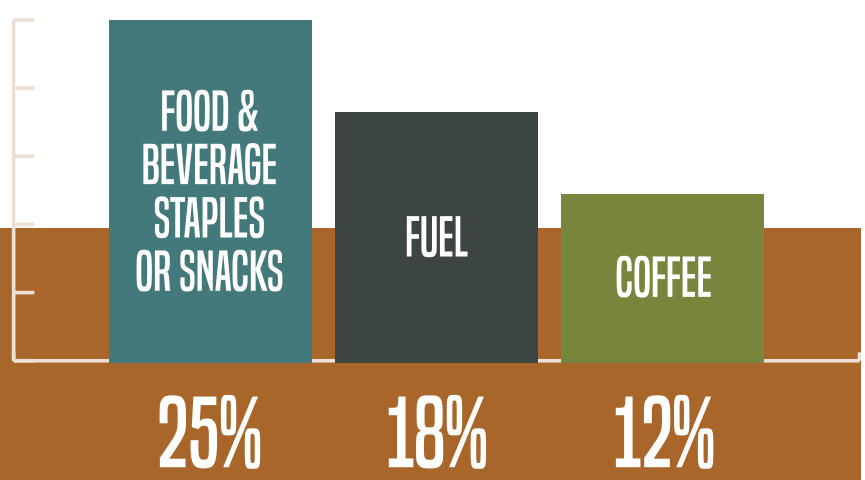
HEALTHY SANDWICHES AND SALADS
68%



FRUITS AND VEGETABLES
63%

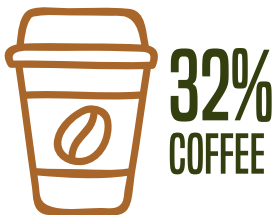


TOP ITEMS AMERICANS BUY AT CONVENIENCE STORES:



COFFEE IS KING

The beverages most often purchased at convenience stores:



ALMOST

1/3

of Americans say a convenience store is part of their daily commute

51%

Over half of the respondents said location was the main reason they went to one store over another

CONVENIENCE STORES ARE PART OF AMERICAN LIFE



Nearly **TWO-THIRDS** of Americans visit a convenience store once or more a week.



Most Americans go to multiple convenience stores



2 IN 5 SAY THEY GO TO **3 OR MORE** CONVENIENCE STORES ON A REGULAR BASIS



Source: Based on Vixxo survey of 1,050 consumers in the U.S.