

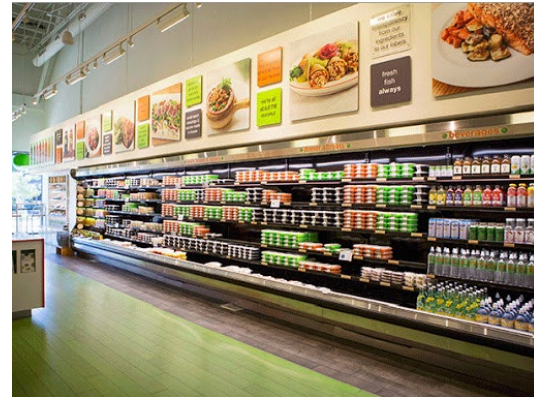
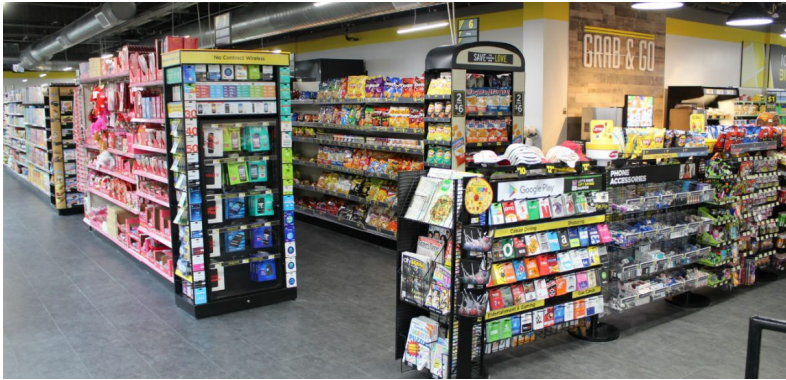
The Evolution of Convenience

Jeff Lenard, NACS Strategic Industry Initiatives

1. Convenience Today
2. How We Got Here
3. Crystal Ball

1. Convenience Today

NACS



1. Convenience Today

NACS



Dollar store



Drug store



Restaurant



Grocery store

Time To Shop: Convenience Stores Deliver Quick Shopping Experiences

CONVENIENT LOCATIONS



10 minutes

93% of consumers say
a **convenience store**
is **within 10 minutes**
of their home

SHOPPING BY DAYPART



45%

of drivers
shop c-stores for gas during
the evening dayparts
(3 pm to midnight)

IMMEDIATE CONSUMPTION



83%

of the items
purchased at convenience
stores are **consumed**
within the hour

DELIVERING TIME



3 minutes

or less
amount of time 45% of
consumers spend inside
a convenience store

Stores:

152,720 convenience stores—one per every 2,100 people.

- 93% of Americans live within 10 minutes of a convenience store

Sales:

- **\$648 billion** in sales (grocery stores are \$702 billion)

- 80% of all fuel sold in the United States

Customers:

- **165 million** transactions a day

Store Size From 300 Sq. Ft. ...

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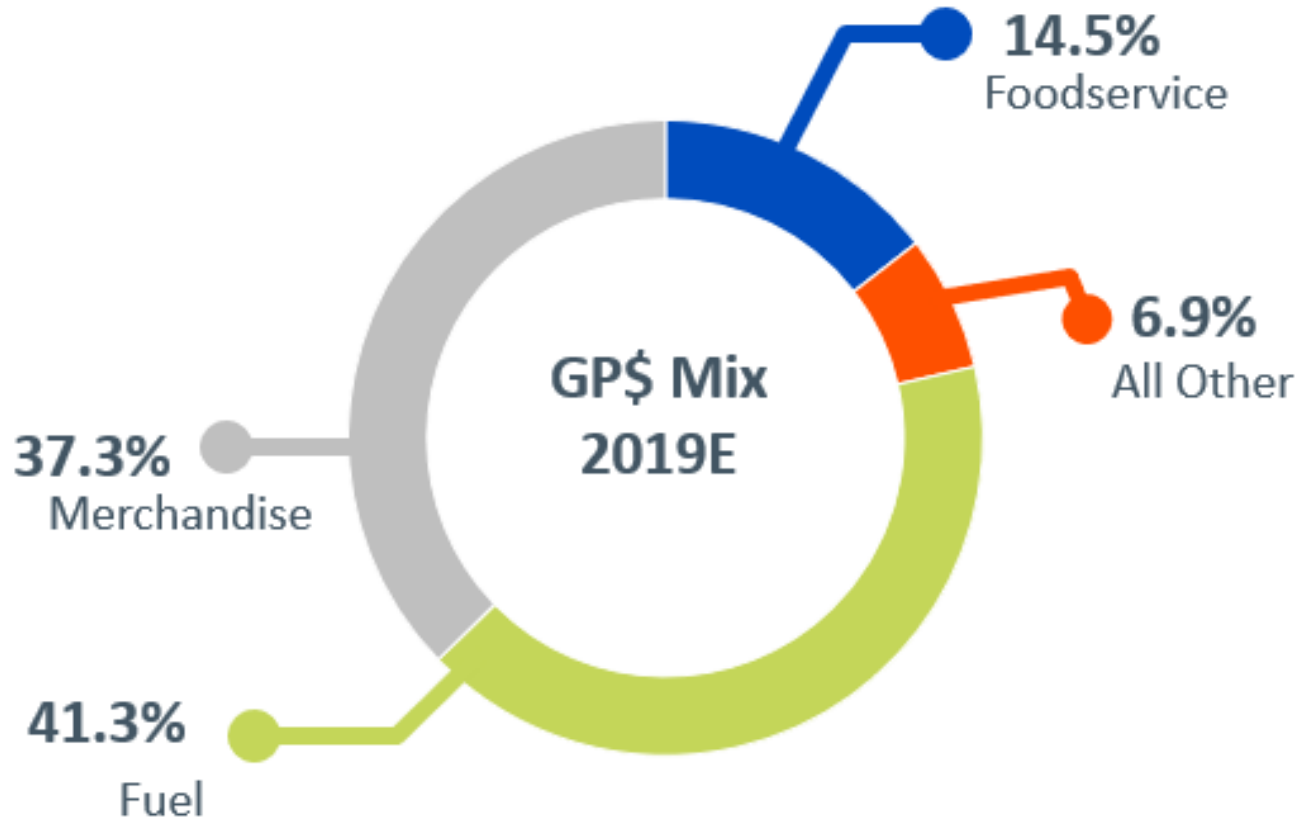
... to 70,000-plus Sq. Ft.

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Foodservice Growing in Importance

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COMPANY NEWS

NACS Named PHA Partner of the Year

Association helps retailers identify healthy products and define their better-for-you sets

By **Brett Dworski** on Apr. 03, 2019



CHICAGO —NACS has been named **Partner of the Year** by the **Partnership for Healthier America (PHA)** for its commitment to fighting obesity in the convenience channel. PHA presented the award April 2 during its 2019 Summit: Accelerating a Healthier Future in Chicago.

The PHA Partner of the Year Award is presented to a partner that demonstrates how it is executing key strategies with and beyond its PHA commitments, including:

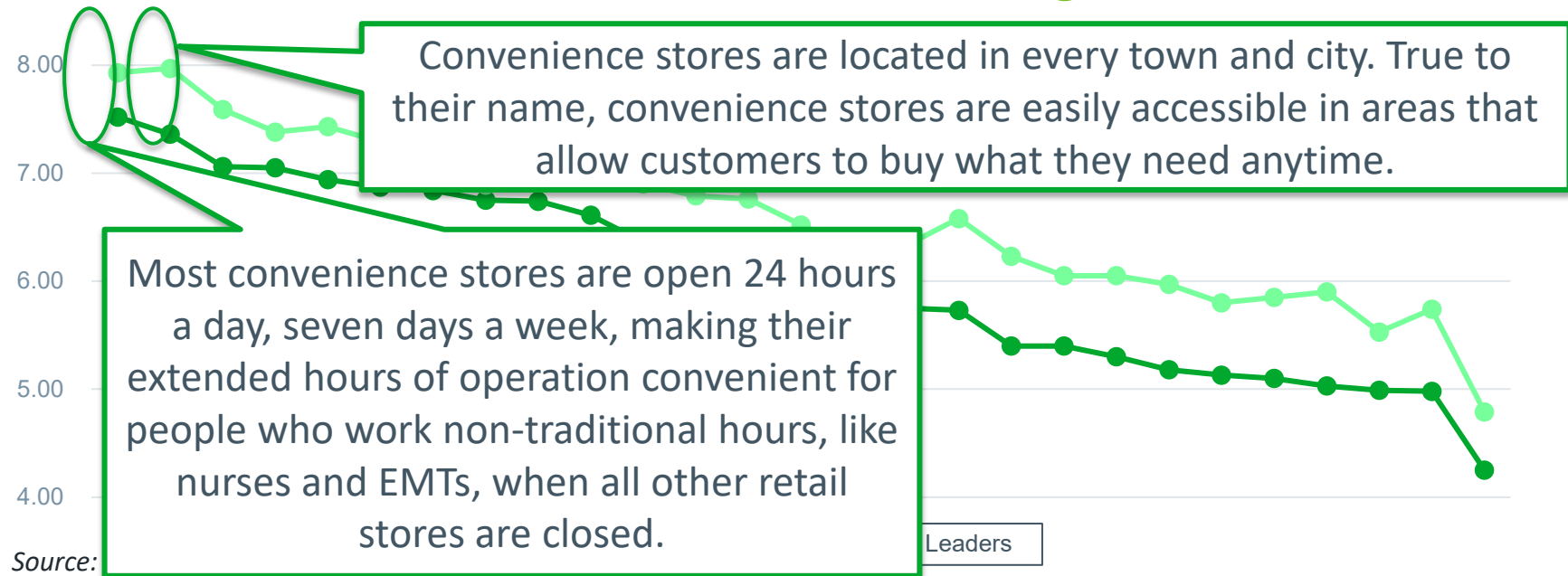
- Focusing on those populations disproportionately impacted by obesity;
- Doing well while doing good;
- Using an innovative approach to address childhood obesity and other chronic diseases; or
- Creating a ripple effect within its respective industry.

79% would be favorable to a new store being built or opened in my community. *(+4 since 2014)*

- **73%** favorable near my home
- **83%** favorable near where I work

86% say that convenience stores are good neighbors

Examination of Positive Messages



2. How We Got Here

Convenience is...

- Extended hours (open when grocery stores were closed)
- Proximity (in the neighborhood)
- Speed of service (under 4 minutes vs. 42 minutes)
- Easy in, easy out (right-hand turn)
- One-stop shopping (gas, food, ATM, bathroom)
- Delivery (everyone!)
- Automatic replenishment (direct to consumer)



**Not about
the dirt
anymore!**

New Retail Channels Defining Convenience NACS

- 1913: First **service station** (Gulf: Pittsburgh, PA)
- 1916: First self-serve **grocery store** (Piggly Wiggly: Memphis, TN)
- 1921: First **fast-food** restaurant (White Castle: Wichita, KS)
- 1927: First **convenience store** (Dallas, TX), as Southland Ice Company adds staple food items to its offer
- 1956: First indoor **shopping mall** (Southdale Center: Endina, MN)



Convenience Wave 1: The Home

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1785: Milk delivery



1872: Mail-order catalog



1942: Snack delivery

Convenience Wave 2: The Car

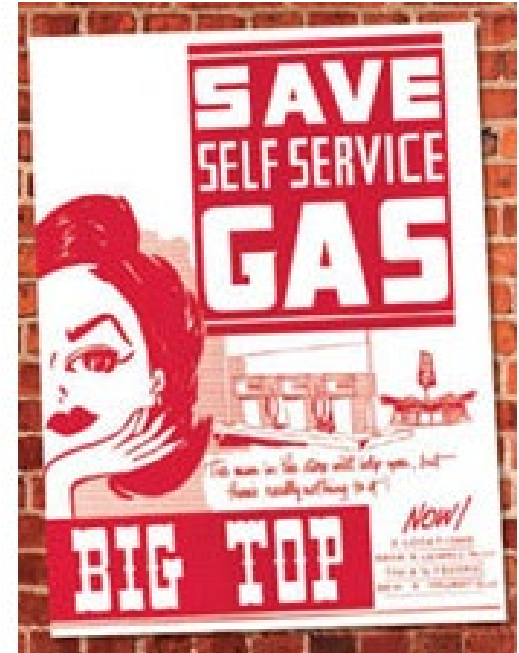
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1948: Drive-thru



1965: Film processing



1964: Self serve

Convenience Wave 3: The Device

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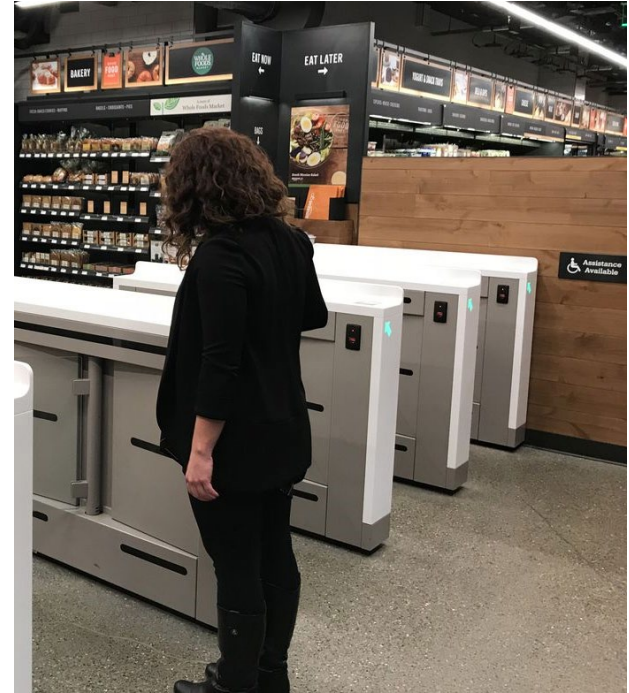
(If you explore just one thing, make it our personal notification service. We think it's very cool!)

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1994: Internet shopping

2008: App store

2018: App-only retail

Today: Devices Are Convenience

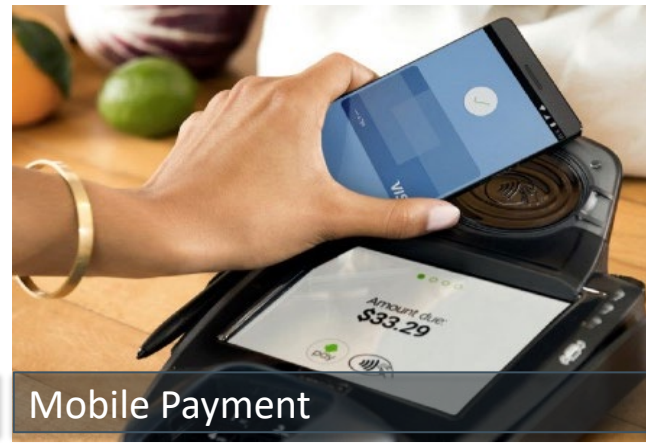
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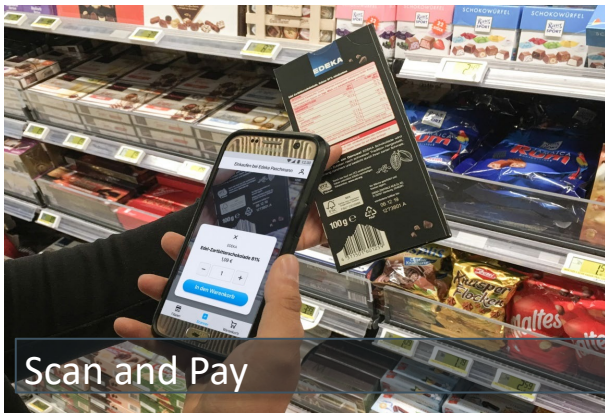
Self Checkout



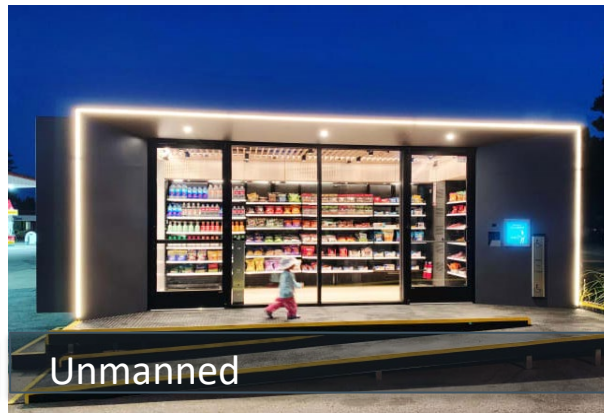
Kiosk



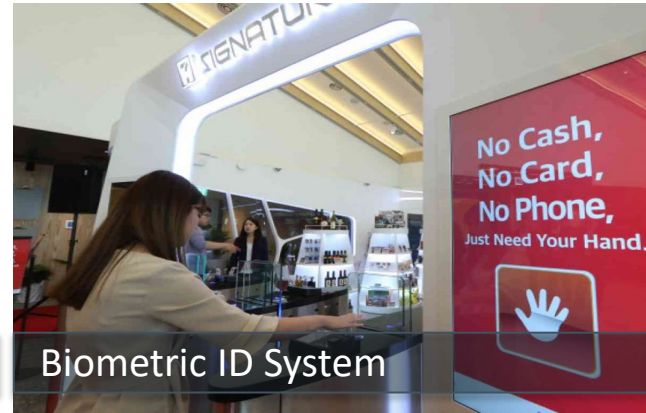
Mobile Payment




Scan and Pay



Unmanned



Biometric ID System

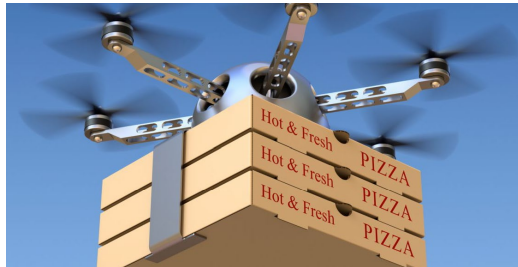
A close-up portrait of William Gibson, a man with glasses and a slight smile, wearing a dark jacket. The background is blurred.

The future is already here –
it's just not evenly distributed.

William Gibson

Which 'Conveniences' Will Win?

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PepsiCo launches SodaStream-style drinks dispenser for refillable bottles

[f](#) [t](#) [i](#) [p](#) [in](#)

Rima Sabina Aouf | 25 April 2019 | 1 comment

PepsiCo has launched a drinks machine for offices and schools, to give its customers an alternative to using single-use plastic.

How Will Pandemic Redefine Convenience? NACS

OPERATIONS

GHOST KITCHENS ARE HERE TO STAY—HERE'S HOW TO MAKE THE MOST OF THE MODEL

Sponsored content from our partner **Simplot** on Jun. 09, 2020



LIFESTYLE > RESTAURANTS & DINING

Proposed bill would allow to-go booze, alcohol delivery to become the new norm for Colorado bars, restaurants

A new state bill calls for alcohol delivery and takeout to be allowed through July 2022

Abandoned mall department stores may become Amazon's next fulfillment centers

Jonathan Shieber @jshieber / 8:49 pm EDT • August 9, 2020

[Comment](#)



For More Information...

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Store tour videos: www.convenience.org/ideas2go

Ideas 2 Go 2019



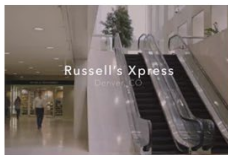
Revitalizing the Brand
Gambrills, Maryland
Duration: 4:24



Do Good, Feel Good
New York City
Duration: 4:28



Healthy Offers
Plymouth, Massachusetts
Duration: 5:23



A Frictionless Experience
Denver, Colorado
Duration: 3:04

Podcasts:

www.conveniencematters.com



#247 Protecting the Industry One Tank at a Time

00:00 00:00



Paola Bravo, CEO, S. Bravo Systems, Inc. and
Micah Nelson, Vice President Strategic Growth,

#246 Cheers for Beers

00:00 00:00



Lester Jones, Chief Economist, National Beer
Wholesalers Association Hear how the beer
and hard seltzer [...]

Fuels Resource Center:

www.convenience.org/fuels

Consumer Insights



The 2020 NACS Consumer
Fuels Survey
Four insights shed light on how fuel
retailers can further delight customers
in 2020. (Source: NACS Magazine,
March 2020)

read



9 Habits of Gas-Buying
Customers
A new NACS report reveals 9 habits
that gas-buying customers are likely
displaying at the nearly 125,000
convenience stores in the United
States that sell fuel.

Less than a minute read

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Fuel Prices



Changing Seasons, Changing
Gas Prices
Refinery maintenance, production of
summer-blend fuels and consumer
demand can affect gasoline prices in
the springtime.

3 min read



Why Gas Prices Vary Around
the Country or the Corner
Gas prices often vary from state to
state or town to town because of
three main reasons: taxes, fuel blends
and margins.

2 min read

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Convenience Stores

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