

The [NACS State of the Industry Report of 2017 Data](#) is the industry's premier benchmarking tool and most comprehensive collection of industry and firm-level category data and trends based on the convenience and fuel retailing industry's 2017 performance.

Widely accepted as the best benchmarking tool in the convenience and fuel retailing business, the annual *NACS State of the Industry (SOI) Report* is based on data submitted by actual retail companies participating in the NACS SOI Survey. Published since 1972, the report provides data in the critical categories of finance, store operations, merchandising, foodservice and motor fuels. The data are also analyzed and presented in a comparative performance quartile format based on store operating profit, which allows retailers to benchmark and improve their own operations by understanding the drivers of key performance metrics.

The 204-page report also examines economic conditions and their potential impact on the industry. Charts and tables focus on every area of the industry's 2017 performance, including financial performance, store operations, merchandising, foodservice, motor fuels sales and quartile analysis.

According to the report, the convenience store industry had sales of \$601.1 billion in 2017, with in-store sales increasing to a record \$237.0 billion and motor fuels sales increasing to \$364.1 billion. Convenience store pretax income reached \$10.4 billion in 2017 compared to \$10.2 billion last year.

In-store sales growth was driven by sales increases in several key categories: Cigarettes (2.4%), Other Tobacco Products (11.2%), Salty Snacks (5.6%) and Packaged Sweet Snacks (7.1%).

The industry's bifurcation continued, with a considerable difference between top quartile and bottom quartile performers. The top quartile sold 206,563 gallons of fuel at \$2.40 per gallon, 10 cents more than the average of the other three quartiles. Fuel sales, as well as higher inside sales volumes, helped the top quartile earn \$34,458 more in store operating profit per month than the bottom.

Key Questions Addressed:

- How large is the convenience store industry?
- What is the growth rate in store count over the last decade?
- How do the growth rates of other retail formats compare to convenience store inside sales?
- What does the profit and loss statement reveal for an average convenience store?
- What are in-store sales and gross margins by category per store, per month?
- How do product categories break down by sub-category on a sales and gross margin basis?
- How has motor fuel performed in the last year with respect to retail and rack margins, retail prices by state and crude pricing?
- How do top quartile firms stores perform versus the average store and other quartiles?
- How does my company compare to the various benchmarks available?

Who needs this report?

- Owners and operators of retail convenience store outlets
- New prospective owners and operators of convenience stores
- Supplier companies to the convenience store industry
- Bankers that engage in making loans to the convenience store industry
- Appraisers of convenience stores
- Investment bankers that represent buyers and sellers of convenience store firms
- The investor community
- Government agencies with regulatory oversight

NACS State of the Industry of 2017 Data Archive:

This companion piece to the *NACS State of the Industry Report* provides a detailed statistical account of industry data over the past several years — or in some cases, decades — as well as a historical recap of the industry and key definitions and events that have shaped it. The *Data Archive* is in a self-extracting executable file (.exe format) which generates Excel© files. You will need Microsoft® Office 97 or a later version — to download the files.

Industry Overview

- Population of U.S. Convenience Stores by Store Type: 2006-2017
- Annual Industry Store Growth by Store Type: 2006-2017
- Annual Industry Sales (Total Sales, Inside Sales, Motor Fuels Sales, Pretax Income): 1978-2017
- Change in Annual Sales by Retail Format: 2010-2017
- Crude Oil – WTI: 2003-2017
- Year over Year Growth of Direct Store Operating Expenses vs. Inside Gross Profit Dollars: 2017 by Month
- Annual Credit Card Costs to the Industry: 2003-2017
- Annual Credit Card Costs vs. Pretax Profit: 2003-2017
- Average Associate Wage: 2007-2017
- Quarterly Growth Rate of Real Gross Domestic Product: Q1 '11 - Q4 '17
- Yearly Real Gross Domestic Product Growth: 1996-2017
- Unemployment Rate: 2012-2018
- Labor Force Participation Rate: 2003-2018
- Consumer Price Index: 1985-2017
- Consumer Confidence: 1978-2017

Financial Performance

- Key Metrics (Same-Firm Sample per Store per Month): 2016-2017
- Sales (Same-Firm Sample per Store per Month): 2016-2017
- Gross Profit (Same-Firm Sample per Store per Month): 2016-2017
- Store Operating Profit (Same-Firm Sample per Store per Month): 2016-2017
- Direct Store Operating Expenses (Same-Firm Sample per Store per Month): 2016-2017
- Store Operating Expenses as a Percent of Gross Profit Dollars: 2016-2017
- General and Administrative and Profitability: 2016-2017
- Abridged Profit and Loss Statement: 2016-2017
- Gross Margin Percentages and Pretax Profitability: 2016-2017
- Other Store Operating Income: 2016-2017
- Balance Sheet: 2016-2017
- Rate of Return Measures (Annualized): 2016-2017
- Benchmark Store – Profit and Loss: 2017
- Benchmark Store – Other Store Operating Income: 2017
- Benchmark Store – Balance Sheet: 2017

Merchandise

- Total and In-Store Sales Contribution: 2016-2017
- Total and In-Store Gross Margin Contribution: 2016-2017
- Sales per Store by In-Store Sales Brackets: 2016-2017
- Sales per Square Foot by In-Store Sales: 2016-2017
- Industry Sales by Category: 2016-2017
- Industry Gross Margins by Category: 2016-2017
- Top 10 Category Sales Sorted By 2017 Gross Margin Contribution: 2016-2017
- Top 10 In-Store Category Sales Excluding Cigarettes: 2016-2017
- Tobacco, Percent of In-Store Sales: 2016-2017
- Subcategory Data: 2016-2017
- State Excise Tax Changes for Cigarettes: 2016-2017
- State Cigarette Excise Tax Rates as of Jan 1, 2017
- Percent of Adult Smokers: 2006 vs. 2016
- Three Year Sales and Gross Profit Dollar Trend: 2015-2017
- Subcategory Sales and Sales/Unit Year-over-Year Change
- Percent of Stores Selling Alcoholic Beverages: 2016-2017
- In-Store Inventory Turnover Rate per Year: 2008-2017
- In-Store Inventory Turnover Rate for Key Categories: 2016-2017
- Foodservice Category Sales as a Percent of Foodservice: 2016-2017
- Cross Channel Share of Major Categories: 2017
- Cross Channel Sales of Major Categories: 2016-2017

Foodservice

- Foodservice Snapshot: 2016-2017
- Commissary Snapshot: 2016-2017
- Hot Dispensed Beverages Snapshot: 2016-2017
- Cold Dispensed Beverages Snapshot: 2016-2017
- Frozen Dispensed Beverages Snapshot: 2016-2017
- Foodservice Category Sales Contributions: 2017
- Foodservice Three Year Sales and Gross Profit Dollar Trend: 2015-2017

Motor Fuels

- Crude Oil Price Trends: 2004-2017
- Annual Sate Gasoline Price Averages (Cents per Gallon): 2015-2017
- Top 50 Most Expensive U.S. Gasoline Markets (Cents per Gallon): 2015-2017
- Top 50 Least Expensive U.S. Gasoline Markets (Cents per Gallon): 2015-2017
- West Texas Intermediate Oil Price Measurement: 2008-2017
- Quarterly Gasoline Demand: 2014-2017
- Quarterly Diesel Demand: 2014-2017
- 50 Highest U.S. Rack-to-Retail Gasoline Margin Markets: 2017
- 50 Lowest U.S. Rack-to-Retail Gasoline Margin Markets: 2017
- Amount Americans Spend on Gasoline Annually: 2008-2017
- Basis between Gulf Coast Spot Price vs. West Taxes Intermediate: 2013-2017
- West Texas Intermediate vs. U.S. Dollar Rate against Euro: 2017
- West Texas Intermediate vs. Dow Jones Close: 2017
- Average Daily Retail Regular Unleaded Price by Year: 2013-2017
- Annual Regular Retail Average (Unleaded Price and Diesel Price): 2008-2017
- Average Regular Unleaded Retail Price Heat Map by County: 2016-2017
- Average Retail Diesel Price Heat Map by County: 2016-2017
- U.S. Margins in CPG and as a Percentage of Revenue: 2016
- Daily National Retail Average vs. National Wholesale (Rack) Average: 2017
- Annual Basis for Brent vs. West Texas Intermediate: 2008-2017
- Annual Estimated Household Cost for Gasoline: 2008-2017
- Annual Estimated Percent of Income Spent on Gasoline Heat Map: 2017
- Regional Disparity, Daily Retail Prices: 2017
- National Volatility Index (Retail and Rack): 2008-2017
- National Rack-to-Retail Margin Index: 2008-2017
- National Margins as a Percent of Revenue: 2008-2017
- Three Year Weekly National Margin Comparison: 2015-2017
- Quarterly National Margins: 2015-2017
- Quarterly National Margins as a Percent of Revenue: 2015-2017
- State Margins: 2015-2017

Store Operations

- Payment Methods as a Percentage of Sales: 2013-2017
- Store Employees by Job Status: 2013-2017
- Employees per Store: 2013-2017
- Cost to Hire, Train and Equip (Managers and Hourly Associates) by Firm Size
- Number of Interviews before Hiring (Managers and Hourly Associates) by Firm Size
- Benefits: Medical Coverage Offered (Corporate, Store Managerial, Store Hourly) by Firm Size
- Benefits: Wellness Benefits (Corporate, Store Managerial, Store Hourly) by Firm Size
- Operational Productivity Measures by Firm Size (Per Store per Month): 2017
- Store Square Footage by Firm Size: 2013-2017
- Owned vs. Leased (All Stores): 2013-2017
- Owned vs. Leased (New Stores): 2013-2017
- New Stores (Urban): 2013-2017
- New Stores (Rural): 2013-2017
- Average Remodel Cost per Store: 2013-2017

Top Performers

- Summary Income Statement by Performance: 2017
- Total and Inside Contribution Margin Mix by Performance: 2017
- Motor Fuels Gallons Sold by Performance: 2017
- Motor Fuels Card Fees by Performance: 2017
- Motor Fuel Margins (Cents per Gallon) by Performance: 2017
- Fuel Gross Profit per Location by Performance: 2017
- Motor Fuels Price per Gallon by Performance: 2017
- Fuels Sales Mix by Performance: 2017
- Merchandise Sales by Performance: 2017
- Merchandise Gross Margin Percentage by Performance: 2017
- Merchandise Gross Profit Dollars by Performance: 2017
- Foodservice Sales by Performance: 2017
- Foodservice Gross Margins by Performance: 2017
- Foodservice Gross Profit Dollars by Performance: 2017
- Store Expenses by Performance: 2017
- Other Store Operating Income and Balance Sheet Details by Performance: 2017
- Rate of Return Measures and Operational Productivity: 2017
- Top Decile versus Top Quartile: 2017