

# Convenience Voices

Category Purchaser  
Report Excerpt



# Snacks Category Introduction



The data summarized in this report is based on an aggregate of convenience retail shoppers that purchased fuel and/or products/services from convenience stores in the United States from September-October 2020.

This report includes a review of convenience retail shopper behaviors, with a specific focus on shoppers that purchased snacks. For the purposes of this report, snacks at a convenience retail location could be salty snacks (potato chips, pretzels, etc.), savory snacks (meat snacks, granola bars, etc.), or sweet snacks (cookies, pastries, etc.).

# Why do snacks purchasers shop convenience?



Snacks purchasers are more likely to **shop convenience retail** due to **fast/good service** and **low prices** relative to other shoppers.

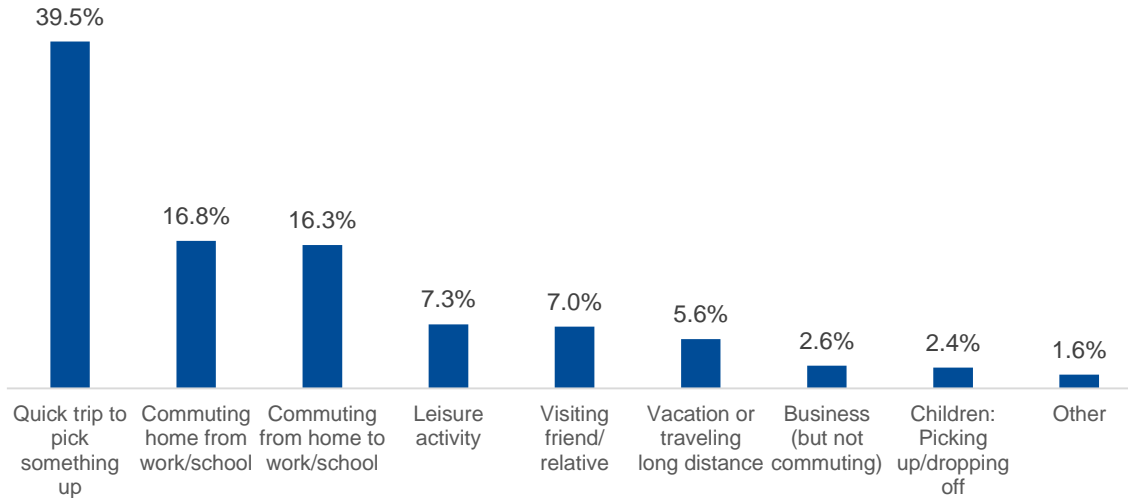


Question: You mentioned you've purchased products at a convenience store in the past two weeks. What influenced you to purchase from that retailer/location? If you purchased at multiple locations, think about the retailer/location you purchased from most recently.

N = 1574

# Snacks purchasers are more likely to be commuting to work/school than other shoppers

Percentage of snacks purchasers on each trip type



**Snacks Purchaser Spend**  
Average: \$19.24  
Median: \$14.00

- **57%** of snacks purchasers **intend to consume** the food **immediately** after purchase.
- **12%** of snacks purchasers made their **purchase decision when they were in the store.**

Question: What product or service did you purchase/use at {LOCATION} today?

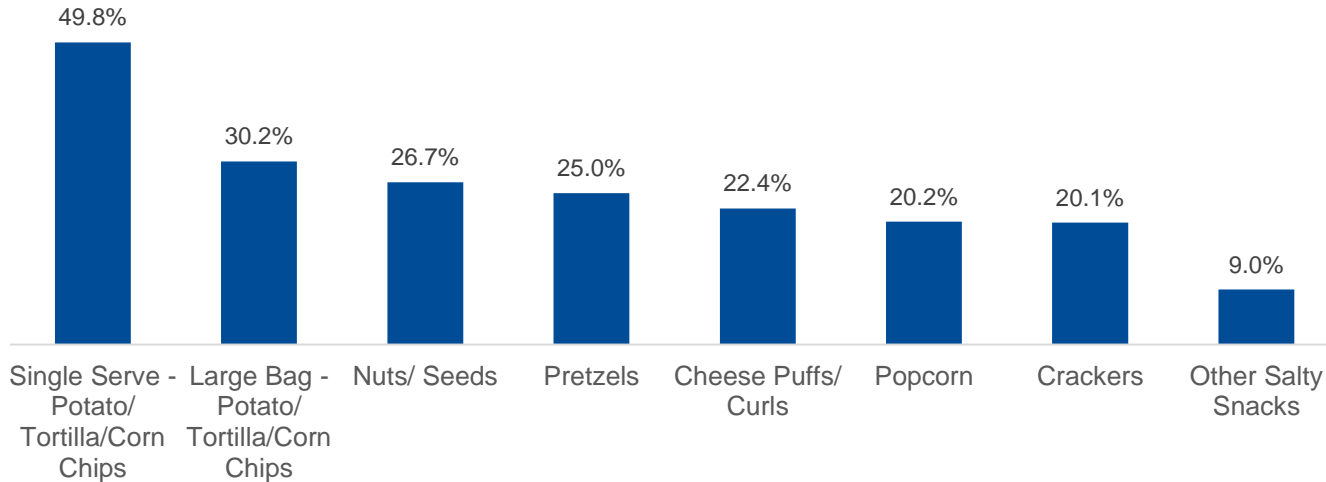
Question: What were the reasons for visiting <Convenience Store> today? Select all that apply.

N = 2050



# Shoppers that purchase a salty snack are most likely to buy a single serve bag of chips

## Salty snack sub-category purchased

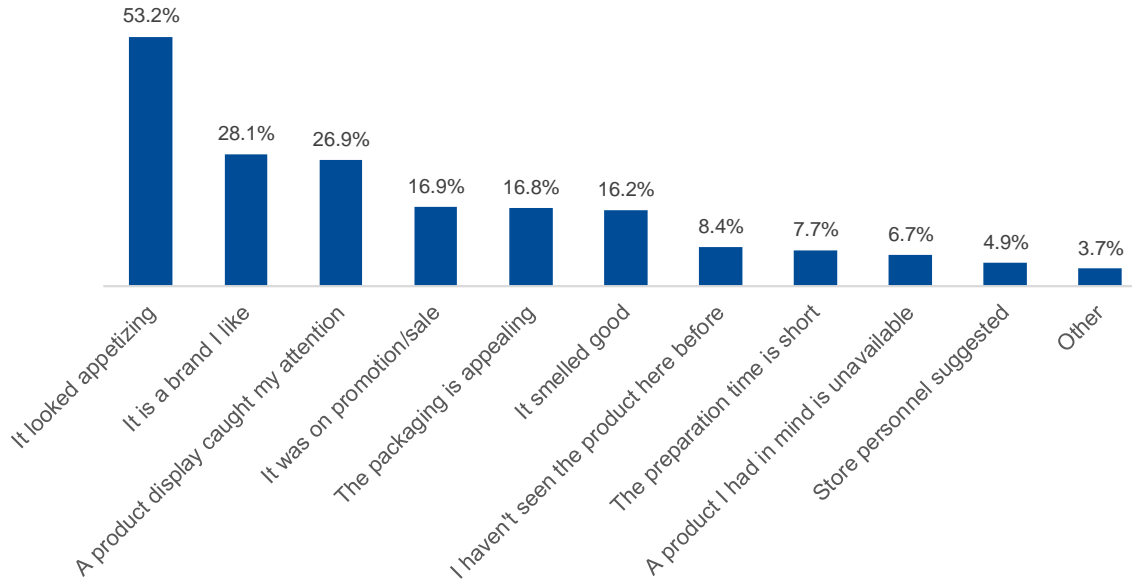


Question: What kind of salty snack(s) did you purchase today? (select all that apply)

N = 1426

# 36% of snacks purchasers indicate they bought something that they did not plan on buying when they entered the store

## Reason for impulse snacks purchase



- **48%** of shoppers that made an **impulse purchase bought snacks.**
- Most common **impulse snacks** purchased:
  - 6.6% - Potato chips (single)
  - 6.6% - Cookies
  - 3.8% - Muffins/donuts
  - 3.5% - Cakes/pastries

Question: Did you buy something here today that you did not plan on buying?

Question: You bought something that you did not plan on buying, what triggered your purchase today? Select all that apply.

N = 596