Strong Sales for Convenience Stores


**Indicators**

- **SALES IN 2018**: $412.1 billion
- **IN-STORE CONTRIBUTION**: 31%
- **GAS PRICES**
  - 2018: $2.69
  - 2017: $2.37
  - **FUEL TRENDS**: 13.7% increase

**Industry Snapshot**

- **165 million customers** go to a convenience store every day
- **97,643 single-store operators**
- **153,237 stores**
- **2.36 million employees** in 2018

**Key Categories**

- **SALES**: $242.2 billion
- **IN-STORE SALES**: $412.1 billion
- **FUEL SALES**: $654.3 billion

**In-Store Categories in 2018**

- **Foodservice** (prepared food, commissary, hot, cold, frozen dispensed beverages)
- **Center Store** (salty snacks, candy, packaged sweet snacks, alternative snacks)
- **Beer** (12.4% for stores selling beer)
- **Packaged Beverages** (carbonated soft drinks, water, juices, teas; energy and sports drinks)
- **Cigarettes**
- **Other Tobacco Products**

**Growth in Store Operations**

- **Labor > Healthcare, Wages, Payroll Taxes**

**Industry Trend**

- **Direct Store Operating Expenses (DSOE)** have outpaced inside gross profit dollars for the 3rd consecutive year.

**Healthy Snacking Trend**

- For the 4th consecutive year, alternative snacks, a category driven by protein- and energy-rich items, reached the top 10 in-store merchandise categories.

**Fuel Trend**

- Convenience stores reported a 13.2% increase in fuel sales in 2018.

**Wages and Turnover**

- Average hourly wage: store associate increased from $10.24 in 2017 to $10.74 in 2018.
- Store associate turnover in 2018 was 118%, down from 121% in 2017.

**Sources**

- 2019 NACS/Nielsen Convenience Industry Store Count

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You Have Questions. We Have Data-Powered Answers.

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