

# C-Store Shopper Trends Report

Discover what 2021 results are driving 2022 trends

The report for convenience retailers and CPGs powered by PDI Insights Cloud



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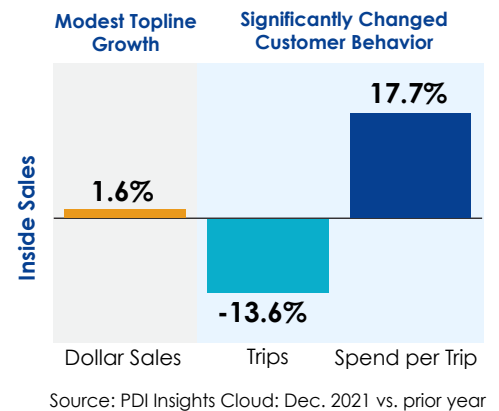
# 2021 Recap: 3 Key Findings

## 1. Is this the new normal?

The data points indicate many of the industry changes from the pandemic are likely here to stay. By year end, trips in 2021 were down 13.6% compared to 2019, but spend per trip was up an impressive 17.7%.



**Opportunity:** Morning Rush, Lunch, and Afternoon dayparts are vital for driving in-store traffic to make up for fewer trips. Lunch and early evening are the best times to convert fuel trips to in-store trips.



## 2. Consumers adjust to inflation.

At least part of the higher in-store sales are tied to inflation, and that pressure has already altered consumer behavior. With fast-rising gas prices, consumers are making smaller fuel-ups and putting 5% fewer items in their baskets.



**Opportunity:** As consumers watch their spending, retailers must deliver greater value-for-price to stem further decline in the number of basket items per trip.



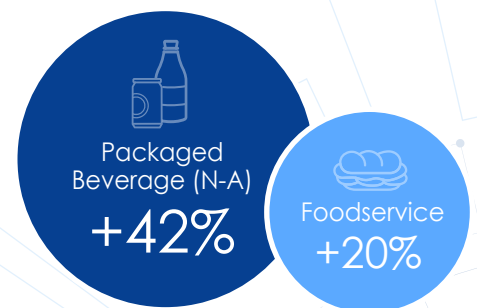
## 3. Eat, drink, and be merry.

Two bright spots in 2021 were Packaged Beverages and Foodservice, which drove 62% of overall sales growth. Compared to their pre-pandemic levels, Packaged Beverages are far ahead while Foodservice still has room for growth.



**Opportunity:** Devote space for Packaged Beverages, lever the category to boost other categories, and ramp up on Foodservice as more consumers resume their routines.

### Contributions to Inside Sales Growth 2021 vs. 2020



Source: PDI Insights Cloud - 52 weeks ending 1/2/2022 vs. prior year

# 2022 Outlook: 3 Key Trends

## 1. Expect continued volatility.

Inflation, global crises, supply chain disruptions, and worker shortages. The industry could be more volatile than ever in 2022, yet consumer expectations continue to rise based on changes stemming from the pandemic.



**Opportunity:** Continue to redefine “convenience” through frictionless technology (such as pay-at-the-pump, store Wi-Fi, or self-checkout) and deliver a personalized experience. Foodservice is a growth opportunity.



## 2. Inflation will continue.

Expect inflation throughout 2022, with price increases at the pump and in the store. As consumers become less brand-loyal, they'll seek out the best value. Optimizing your fuel pricing can help you attract price-conscious shoppers.



**Opportunity:** Help shoppers manage their trips by delivering unique value: private-label products, relevant loyalty programs, and pre-store and out-of-store communications.



## 3. Sustainability is here.

Consumers are actively seeking sustainable companies and products, even if “sustainability” is a subjective term. Whether their choice is based on biodegradable packaging, organic ingredients, or carbon offsets, consumers are willing to pay a premium for “green” goods.



**Opportunity:** Even if you haven't seen an influx of “green” shoppers, it's only a matter of time. You at least need a clear strategy to offer sustainable choices—both in-store and at the pump.



### Consumers want more

Consumers and retailers are not on the same page when it comes to sustainable shopping, because consumers want more choices.

Source: First Insight and the Baker Retailing Center at the Wharton School of the University of Pennsylvania Report

## Key Opportunities for CPGs in 2022

### In 2022, CPGs must make up for brand loyalty erosion that occurred during the pandemic by:

- Using more detailed insights to better understand consumers who are making more deliberate purchasing decisions
- Delivering sustained value with smart bundling, offers, and product innovation (not just discounts)

### CPGs must adapt to consumer trips having smaller basket sizes by:

- Closely partnering with retailers to deliver more value-for-price
- Increasing solution-focused selling with promotions and offers based on real-time insights

### Loyalty erosion



According to McKinsey, **over 60% of US consumers have experienced out-of-stock items**—and over 70% switched from a retailer or brand.

### About Insights Cloud

This report combines consumer buying data from 5,500 mid to large-size convenience retail sites across all key US geographic locations.

Using unmatched insight automation and guided analytical applications, PDI Insights Cloud gives convenience retailers and CPGs precise, real-time, actionable insights to drive ROI and refine their merchandising, loyalty, and promotion strategies.

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