

# The Ultimate Fast Food Fight: How Convenience Stores Are Winning Market Share

Convenience stores are one of the few growing segments in the U.S. foodservice industry. They're food-forward, evolving, and rapidly creating opportunities for manufacturers and operators to gain new revenue. **Here's a look at what we're seeing.**

## Top 5 growing categories:



1

Salty  
Snacks



2

Candy/  
Gum



3

Fresh Food/  
Prepared On-Site



4

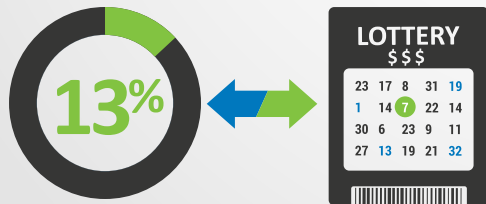
Tobacco/  
Tobacco-related  
Products



5

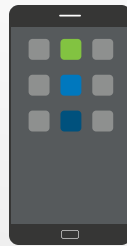
Lottery  
Tickets

## Opportunity:



13% of c-store customers are lottery ticket buyers, but many of those potential big winners buy nothing else

## What's worth watching?



Major innovation is happening at food-forward c-stores:

1. Carry-out options
2. Online ordering
3. Rewards apps

1 in every 10 QSR visits are sourced to c-stores!

Tap into NPD's deep c-store data and expert insights to support data-driven decisions, stay current on trends, and maximize opportunities to grow your business.

Source: The NPD Group/Convenience Store Monitor, YE September 2016

**Learn more.** Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

