



C-Stores as Overachievers

Convenience stores are a growing segment of the stagnant U.S. foodservice market, and nimble companies are taking note.

[See our new infographic ›](#)

As more convenience store locations transform into "food-forward" c-stores – directly competing with QSR and fast casual – their story becomes especially compelling.

We can tell you who's buying breakfast, lunch, snacks, and dinner items at convenience stores (and why), so you can make data-driven decisions. There's no other source for the deep consumer data and expert insights you need to understand what's behind c-stores' growth and what it means for your business.

Get our new infographic – The Ultimate Fast Food Fight: How Convenience Stores Are Winning Market Share

See how convenience stores are winning market share, the top food categories sold at c-stores, innovations worth watching, and more.

You can use our data and insights to answer these critical questions – and others that may stand in your way:



Which factors drive loyalty and repeat business?



What are the top c-store consumer purchase motivators?



Where can I find the richest product opportunities?



Why are certain products and chains gaining?

Questions?

Contact your NPD account representative, call us at 866-444-1411 or email contactnpd@npd.com.