



Does ‘Clean Label’ Resonate With C-store Shoppers?

New research sheds light on demographic pockets of opportunity

The “C” in c-store doesn’t stand for clean label — yet. EIQ Research Solutions, sister company of *Convenience Store News*, recently surveyed consumers who visit a convenience store at least once a month and found that although c-store shoppers overall are not seeking clean-label snacks today, there are some demographics with a higher interest and a higher likelihood to buy if such products were available at their local convenience store. Two of these demographics are females and millennials — both key targets for c-store operators looking to grow their customer base by attracting a new kind of clientele.

Which of the following do you associate with the term “clean label”?

Recognizable ingredients	34.6%
All-natural	33.2%
Short ingredient lists	23.6%
Organic	22.4%
I don’t know what the term “clean label” means	37.4%

For c-store shoppers aged 18-24, “clean label” foremost means recognizable ingredients. However, for shoppers aged 25-34, it predominantly means all-natural.

Multiple responses accepted
Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions

Do you seek out “clean label” snacks in convenience stores?

YES - 32.8%
NO - 67.2%

More than any other generation, Gen X seeks out clean label snacks when at c-stores.



Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions



39.6% The percentage of convenience store shoppers who say they very often or often read the ingredient labels for the snacks they purchase.

50.4% of urban c-store shoppers say they very often or often read the ingredient labels for the snacks they purchase — more than any other demographic tracked.

47% vs. 28% The percentage of male c-store shoppers vs. female c-store shoppers who say they don’t know what the term “clean label” means.

Would you buy snacks at convenience stores more often if a greater selection of snack-oriented “clean-label” products was offered?

	Total	Male	Female
Yes	52.6%	44.6%	60.6%
No	47.4%	55.4%	39.4%

In addition to females, millennial c-store shoppers show a higher likelihood to buy clean-label products.

Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions



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