

In Need of a Healthy Makeover?

Consumer wellness concerns may require certain categories to change their ways

Convenience store customers may not stereotypically be the core consumer for healthy options, but new research among frequent buyers in key categories reinforces that this image is changing. EIQ Research Solutions, sister company of *Convenience Store News*, recently surveyed consumers who shop at a c-store at least once a month about their feelings toward health and wellness, and then compared the results across categories such as prepared food, prepared beverages, fresh bakery, packaged beverages and packaged foods. Among the findings: Across all of these categories, a majority of frequent buyers agree that it is important for convenience stores to offer healthy food and snack options.



Percentage of Total Respondents Making an Effort to Choose Healthier:

Prepared foods at convenience stores	53.0%
Packaged foods at convenience stores	54.6%
Beverages at convenience stores	60.2%

Percentage of Frequent Buyers in That Category Making an Effort to Choose Healthier:

Prepared foods at convenience stores	Prepared food appears to be most vulnerable to its frequent buyers' health concerns.	73.6%
Packaged foods at convenience stores		65.3%
Beverages at convenience stores (frequent packaged beverage buyers)		70.4%
Beverages at convenience stores (frequent prepared beverage buyers)		65.8%

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

73.6%

The percentage of frequent c-store prepared foods buyers who say they are making an effort to choose healthier options in this category.



A majority of frequent beverage buyers indicate they are trying to choose healthier drinks at c-stores: **70.4%** for packaged beverages and **65.8%** for prepared beverages.



Frequent c-store fresh bakery buyers lead the other categories in making resolutions for 2018 to improve their health and diet (63.7% vs. 48.2% among all respondents).



Want to collaborate and share expertise with your peers? The Council of Retail Experts (CORE) is an exclusive network of convenience store retail leaders who do just that. For more information on how to join CORE, please visit www.cvcoreinsights.com.



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