

ANSWERS TO FAQs C-STORES SHOULD KNOW ABOUT DELIVERY

Delivery provides new sales opportunities for C-Stores. For example, 7-Eleven's 7NOW delivery app serves 35 million households in the U.S. What's more, they've partnered with Instacart, which will boost sales even more. Learn more about delivery opportunities.

3 FREQUENTLY ASKED QUESTIONS ABOUT DELIVERY

1) HOW HAS COVID-19 CHANGED SALES PATTERNS?

C-Store fuel sales have significantly decreased due to commuting pattern changes and 61% of retailers expect this to continue. However, 52% of C-Stores report grocery sales have increased and 11% have either added or increased delivery sales.

2) WHAT ARE THE DEMOGRAPHICS OF SHOPPERS WHO CHOOSE DELIVERY?

Generation Z tops the list of those ordering for delivery and they're the future of e-commerce. They currently make up 40% of consumers in the U.S. and this percentage will continue to increase. Why should you pay attention to the wants and needs of this audience? 52% would purchase products from C-Stores more often if they offered delivery.

3) WHAT ARE C-STORES DOING TO INCREASE SALES FROM DELIVERY?

C-Store retailers are pivoting in regards to the products they sell. Surveys report that 31% are now offering meals that are ready to eat, 28% have added bulk items to their product offerings, and 52% are stocking more cleaning supplies and toiletry items.

The big takeaway? Delivery is the new normal and there are ways C-Stores can successfully adapt to this business model.

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