

2026 BEHAVIOR BENCHMARKS™ | CONVENIENCE CHANNEL

Convenience Channel Total Store Benchmark

Fewer trips. More riding on every one. Find where the growth is hiding.

A fact-based view of how shoppers really shop U.S. convenience stores, and how their changing behavior is affecting store performance. Built on over 400M observed trips each year, it shows total store behaviors, key trip drivers, and trends shaping the channel so you can adapt your strategy with confidence.

400M+

shopper trips observed annually

3 years

of channel-wide trendspotting

2,000

shoppers surveyed, synced with behavioral findings

6

fresh perspectives on the channel

CLOSE YOUR BEHAVIORAL BLIND SPOTS

Traditional data sources miss:

- How often fuel stops turn into in-store sales
- Which areas of the store shoppers visit, and which they skip
- When shoppers buy, and what they buy in each daypart
- What shoppers plan to buy vs. grab on impulse

With traffic tightening and 2027 plans being set now, those missed moments are where next year's growth is.

KEY REPORT FEATURES

Six perspectives of c-store performance, benchmarked channel-wide

1 Store Performance

Traffic, conversion, baskets and demographics, trended over three years.

2 Fuel Buyers

Fuel buying trends, pump-to-store conversion, and what fuel buyers do once they're inside the store.

3 Trip Missions

The missions behind in-store baskets, which are growing, and how they differ on weekday vs. weekend.

4 Dayparts

When shoppers buy, which dayparts drive in-store performance, and the top categories in each part of the day.

5 Storewide Heat Maps

Hot and cold zones across typical c-store layouts: how the traffic flows, and what parts of the store most shoppers miss.

6 Shopper Attitudes

Integrated with behavioral insights to illuminate the perspectives and preferences of c-store shoppers.

BENEFITS OF BEHAVIORAL BENCHMARKING

Built for every team that sells into the convenience channel

Category Management

Guide category growth strategy with the trip missions, dayparts, and departments driving in-store performance across the channel, and bring retailers a fact-based foundation they can trust.

Shopper Marketing

Plan display placements and cross-merchandising where shoppers actually go, what they actually do, and what they actually notice.

Sales & Customer Teams

Walk into joint business planning sessions with behavioral facts and channel-wide truths behind every recommendation.

Strategic Planning

Add observed behavior to your POS, panel and survey data, with three years of trends in one place.

HOW TO USE IT

Four ways to put it to work this planning season

01

Ground your strategy

Three year behavioral trends to inform your 2027 strategic planning.

02

Size the fuel trip opportunity

Pump-to-store trends to find your in-store upside.

03

Know the hot zones

Traffic heat maps to help your message be seen by the right audience at the right time.

04

Know your shopper

Shopper profiles, trip missions and motivations to sharpen how you reach them and win.

WHAT YOU GET

- ✓ **Insight Report**
The full findings, with priority insights called out
- ✓ **Insight Reel**
10–12 video clips of sample behaviors to bring insights to life
- ✓ **Insights Workshop**
A working session with our behavioral scientists

START HERE. GO DEEPER.

1. Benchmark: *Behavior Benchmarks™*

Ready-made reports that ground your strategy in fact.

2. Explore: *Behavior Explorations™*

Custom deep dives into your specific questions

3 Test: *Behavior Tests™*

Prove your ideas with real shoppers in real stores.

WHY VIDEOMINING

World's largest in-store behavior panel

1.6B+ in-store trips observed a year

10,000+ AI sensors in U.S. stores

800+ research projects delivered

See what the channel is telling you.

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