

2026 BEHAVIOR BENCHMARKS™ | CONVENIENCE CHANNEL

Convenience Front End MegaStudy

The last stop of the trip. The last chance to sell. See what wins when it matters most.

The **Convenience Front End MegaStudy** offers a fact-based view of the last stop of the in-store trip: what shoppers notice, engage with and buy at the counter, in the queue and at self-checkout. Built on 400M+ observed c-store trips and 2,000-shopper survey with comparison to previous MegaStudy findings, this report shows what has changed at checkout and what wins now.

400M+

shopper trips observed annually

4 years

of front end changes analyzed: 2022 vs. 2026

20

front end categories benchmarked

2,000

shoppers surveyed, synced with behavioral findings

CLOSE YOUR FRONT END BLIND SPOTS

Traditional data sources miss:

- How often front end shoppers look, engage and buy
- Which counter locations and display types convert best
- How wait times and self-checkout affect front end buying
- Why shoppers engage with a product but don't buy

Is your brand losing shoppers' attention, or the sale? The answer changes what you do next to win in the front end.

KEY REPORT FEATURES

Six perspectives on the front end, benchmarked channel-wide

1

Total Front End

High-level analysis of shopper behavior at the front end, including wait times, dayparts, demographics and trip missions.

2

Sales Counter

A breakout of activity across 3 primary sales-counter locations, including path to purchase, usage, and layout configurations.

3

Self-Checkout

A spotlight on SCO behavior, including a deep dive on shopper profiles, baskets, merchandise interaction and guest experience.

4

Merchandising

Examination of front end locations beyond the sales counter, including how shopper interactions and front end conversions differ at each.

5

Categories & Space

20 key categories: path to purchase, cross-shopping, share of space and sales per inch.

6

Shopper Survey

Key insights into what drives checkout purchases, and why shoppers engage but don't buy, plus perspectives on front end experience.

BENEFITS OF BEHAVIORAL BENCHMARKING

Built for every team that competes at checkout

Category Management

Benchmark your category against the front end's 20 key categories, from path to purchase to sales per inch of space, and bring retailers facts they can trust.

Shopper Marketing

Plan counter and front end placements around the locations and display types that convert, and learn what drives shoppers to buy at checkout.

Sales & Customer Teams

Make the case for your counter space with channel-wide facts on what shoppers notice, pick up and buy at checkout.

Strategic Planning

Track how the front end has changed since 2022, from self-checkout growth to wait and checkout times, and plan for where checkout is headed.

HOW TO USE IT

Four ways to put it to work this planning season

01

Earn your space

Category space and sales-per-inch data to back your counter case.

02

Win the counter

Location and display-type results to inform your placement plans.

03

Plan for self-checkout

Self-checkout usage and performance to inform your checkout strategy.

04

Know your shopper

Shopper profiles, trip missions and survey insights on why they buy, or don't.

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 shopper behavior panel

1.6B+ in-store trips observed a year

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

800+ research projects delivered

Win the last stop of every trip.

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