

Aug. 19-20, 2025

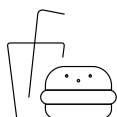
Convenience Channel Virtual Event

Navigating fragmentation: Unlocking growth in the evolving c-store landscape

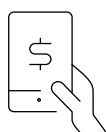
Key data/facts



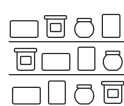
Market size: The convenience store market is notably fragmented. Over 60% of the more than 152,000 convenience stores in the US belong to independent operators. An average of 400,000 shoppers visited these independent c-stores daily in 2024, making 160 million daily transactions, according to PDI Technologies' 2025 Pulse of Convenience report.



Expanding missions: Food and drinks for immediate consumption, a boost, or indulgent moment are among the top reasons shoppers visit convenience stores. To broaden their offerings and innovate in this space, c-stores are embarking on food-forward thinking. For their part, suppliers will need to better understand changing missions and behaviors and account for the longer-term implications of GLP-1 adoption.



Shifting habits: While debit cards remain the preferred payment method (49% use, 45% preference), digital wallets like Apple Pay and Google Pay are slowly gaining traction (5% use). Generational shifts are also evident, with Gen Z and millennials showing higher engagement in c-store dining (42% and 43%, respectively) than Gen X (33%) and boomers (26%).



More competition for shelf space: With a vast number of small and medium-sized CPG players competing alongside major brands, c-store shelf space has never been tighter, especially in smaller-format stores. Retailers are increasingly optimizing every shelf for maximum profitability, leading to quick delistings of underperforming brands.

The convenience store industry, a pillar of daily life for many consumers, is undergoing a profound transformation. While still perceived as a quick stop for fuel and necessities, this dynamic sector, accounting for a significant portion of brick-and-mortar retail sales, is experiencing unprecedented fragmentation.

This event is designed to provide CPGs with the critical insights, data-driven strategies, and collaborative frameworks they need to thrive in this increasingly complex and diverse landscape.

You'll leave this event with:

- A deep understanding of the latest convenience store industry data, including market size, growth projections, consumer demographics, and purchasing behaviors
- A plan on how to foster stronger, more collaborative relationships with crucial partners in the convenience channel
- Frameworks to navigate and maximize the channel's full potential

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00-4:30 PM ET

Day 2 | 1:00-4:30 PM ET

Presenters



Simon Johnstone
Senior Director,
Retail Insights



Julie Craig
Vice President,
Shopper Insights



Barry Thomas
Senior Retail
Commerce Thought
Leader, Retail Insights

Guest presenter



Chris Rapanick
Managing Director,
NACS Research



Registration

Register today by emailing
events@kantarc consulting.com
or visiting our [event website](#).

Day 1: Aug. 19

1:00-1:15 PM ET

Welcome and introduction

Simon Johnstone, Senior Director, Retail Insights

1:15-2:00 PM ET

Convenience store strategies: A blueprint for success

Simon Johnstone, Senior Director, Retail Insights

- Review the core strategies driving convenience store growth beyond the pump.
- Unpack the digital transformation of the c-store.
- Prepare for new revenue streams as retailers seek new and better partnerships.

2:00-2:40 PM ET

State of the convenience store industry: A 360-degree view

Chris Rapanick, Managing Director, NACS Research

- Get a full view of the real size of prize in the convenience channel.
- Examine shifts in the channel's sales mix and consumption habits.
- Dive deeper into the biggest challenges and opportunities across the channel.

2:40-3:00 PM ET | **BREAK**

3:00-3:35 PM ET

The evolving convenience store shopper: Beyond impulse

Julie Craig, Vice President, Shopper Insights

- Review a comprehensive analysis of c-store shopper motivations, trip types, product choices, and loyalty behaviors.
- Look at how merchandising and assortment strategies are evolving to reflect the needs of convenience store shoppers today.
- See how the accelerating demand for healthier snacks, beverages, and meals is coming to life in c-stores.

3:35-4:15 PM ET

Everywhere convenience: Expanding CPG reach

Simon Johnstone, Senior Director, Retail Insights

- Gain insights into the biggest shifts in EV charging and its potential impact on shopper dwell time and CPG consumption.
- Discover how out-of-channel competition is affecting c-store strategies.
- Survey new opportunities for product placement and brand visibility in emerging self-serve and unattended retail formats.

4:15-4:30 PM ET

Day 1 wrap-up

Simon Johnstone, Senior Director, Retail Insights

Day 2: Aug. 20

1:00-1:15 PM ET

Welcome and introduction

Simon Johnstone, Senior Director, Retail Insights

1:15-2:00 PM ET

Retailer deep dives: 7-Eleven and Circle K

Simon Johnstone, Senior Director, Retail Insights

- Map out the current and future roles of the largest convenience chains in the US.
- Unpack key strategies to drive growth and compete in and out of the convenience channel.
- Review a blueprint to make these customers strategic partners.

2:00-2:45 PM ET

Retailer deep dive: Regional convenience stars

Simon Johnstone, Senior Director, Retail Insights

- Explore regional variations in shopper preferences, demographics, and the competitive landscapes in the US convenience store market.
- Break down how Wawa, QuikTrip, Casey's, and others are adapting better than other retailers by incorporating technology, personalization, diverse offerings, and community engagement.
- Examine how new entrants like Oxxo could disrupt the channel.

2:45-3:00 PM ET | **BREAK**

3:00-3:30 PM ET

Data and AI in retail today: Practical use cases

Barry Thomas, Senior Retail Commerce Thought Leader, Retail Insights

- Find out why AI boosts efficiency but risks losing the human touch that fosters emotional connections.
- Learn how AI's reliance on shopper data offers unparalleled personalization but raises significant privacy concerns.
- Review the drawbacks to overly personalized AI-powered marketing campaigns and product recommendations.

3:30-4:15 PM ET

Practical strategies to partner with c-stores

Simon Johnstone, Senior Director, Retail Insights

- Go through a checklist to customize product assortments, pricing, and promotional activities based on local market insights.
- Explore a framework for building strong relationships with regional c-store chains and independent operators to maximize local impact.
- Check out best practices for CPGs to foster collaborative and mutually beneficial relationships with c-store retailers.

4:15-4:30 PM ET

Day 2 wrap-up

Simon Johnstone, Senior Director, Retail Insights