



For Immediate Release

Convenience Meets Healthy: New Grab and Go Trends Emerge

*New Vixxo research reveals product drives consumer
preference over brand loyalty*

SCOTTSDALE, Ariz., Apr. 1, 2019 - Consumers who shop at convenience stores want fresher, healthier food options, according to new research from facilities management leader Vixxo. In the nationwide survey of more than 1,000 consumers, 1 in 3 Americans would frequent a convenience store more if it offered healthy snack items. The study also found that Americans tend not to be loyal to a specific location, but rather visit multiple convenience stores on a regular basis, emphasizing the value of desired products to drive growth. In expressing their desire for more variety:

- 32 percent of consumers want to see more healthy snack items offered at their convenience store
- 63 percent of consumers said they would favor convenience stores that offered more fruits and vegetables
- 68 percent said they would more frequently visit stores that offered healthy sandwiches and salads
- Survey respondents noted greater product variety (30 percent) and better product quality (20 percent) as where they seek improvements, followed by cleanliness at 16 percent

Experience Drives Brand Loyalty

Vixxo also found that Americans visit multiple stores on a regular basis, making differentiated product offerings and a consistent experience important to building brand loyalty. The emphasis on customer loyalty comes at a time when convenience stores factor more prominently into American life. The study found that nearly two-thirds (61 percent) of respondents visit a convenience store at least once a week, with almost a quarter

(22 percent) visiting a convenience store daily.

Yet Americans also exercise considerable choice with which stores they visit. Less than one in five (15 percent) patronize one preferred store. An overwhelming majority (85 percent) regularly visit multiple stores. More than two in five say they go to three or more stores on a regular basis, including during commutes, road trips or lunch breaks.

“These survey results underscore the importance of high-quality facilities management programs for accommodating changes in consumer buying patterns. Food service and beverage equipment including ovens, refrigeration, coffee and drink dispensers are key to enhancing the overall customer experience,” said Jim Reavey, President & CEO, Vixxo.

“Convenience stores that offer consumers more variety and quality will command the greatest loyalty and grow their businesses.”

CONVENIENCE MEETS HEALTHY: NEW GRAB AND GO TRENDS EMERGE

1 IN 3 AMERICANS TURN TO CONVENIENCE STORES FOR HEALTHY FOOD OPTIONS



50% OF CONSUMERS

say their favorite convenience store could improve its product quality and variety

WHAT DO PEOPLE WANT?



AMERICANS WOULD VISIT THEIR CONVENIENCE STORE MORE OFTEN IF IT OFFERED



HEALTHY SANDWICHES AND SALADS
68%



FRUITS AND VEGETABLES
63%



COFFEE IS KING

The beverages most often purchased at convenience stores:



32%

COFFEE



19%

BOTTLED SODA



14%

FOUNTAIN BEVERAGE



13%

BOTTLED WATER



ALMOST

1/3

of Americans say a convenience store is part of their daily commute

51%

Over half of the respondents said location was the main reason they went to one store over another

CONVENIENCE STORES ARE PART OF AMERICAN LIFE



Nearly **TWO-THIRDS** of Americans visit a convenience store once or more a week.



VIXXO

Source: Based on Vixxo survey of 1,050 consumers in the U.S.

Convenience Store Purchase Preferences

For convenience store shoppers, almost half (45 percent) said they “grab and go.” However, more than one-third of respondents (39 percent) browse for new items. And a small percentage (16 percent) said they tend to hang around a store and visit, demonstrating the importance of product variety and new choices.

While many respondents don’t buy prepared foods at convenience stores, nearly all respondents (96 percent) buy beverages. Coffee is the most popular choice (32 percent), followed by bottled soda (19 percent), fountain beverages (14 percent), and bottled water (13 percent).

Customers also are looking to fuel up for their daily drive. The survey revealed that 18 percent purchase fuel at convenience stores.

##

About Vixxo

Vixxo is a leading facility management company for many Fortune 500 clients in restaurant, retail, convenience, and supermarket industries. Their solutions are designed to optimize clients’ multisite portfolios by improving service delivery, reducing costs and providing strategic insights – all aimed at lowering total cost of ownership. Based in Scottsdale, Arizona, Vixxo maintains a national network of 150,000 service provider technicians and services over 65,000+ client locations.

Media Contact

480-682-4785

VixxoCommunication@vixxo.com