

Understanding the Beverage Buyer in the Convenience Channel

With 165 million C-store visits a day, convenience is an important channel for beverage brands to get right. Better understanding the convenience beverage consumer can lead to better retail velocities.

Beverages are the 2nd largest Super Category at

\$636B

within Conv Channel

The average C-Store shopper visits a conv store more than

3x

a week

Beverages are

20%

more likely to appeal to the convenience shopper than the average shopper

Understand who the convenience beverage buyer is

Gain insights on your buyer to inform marketing, product development, pricing & packaging

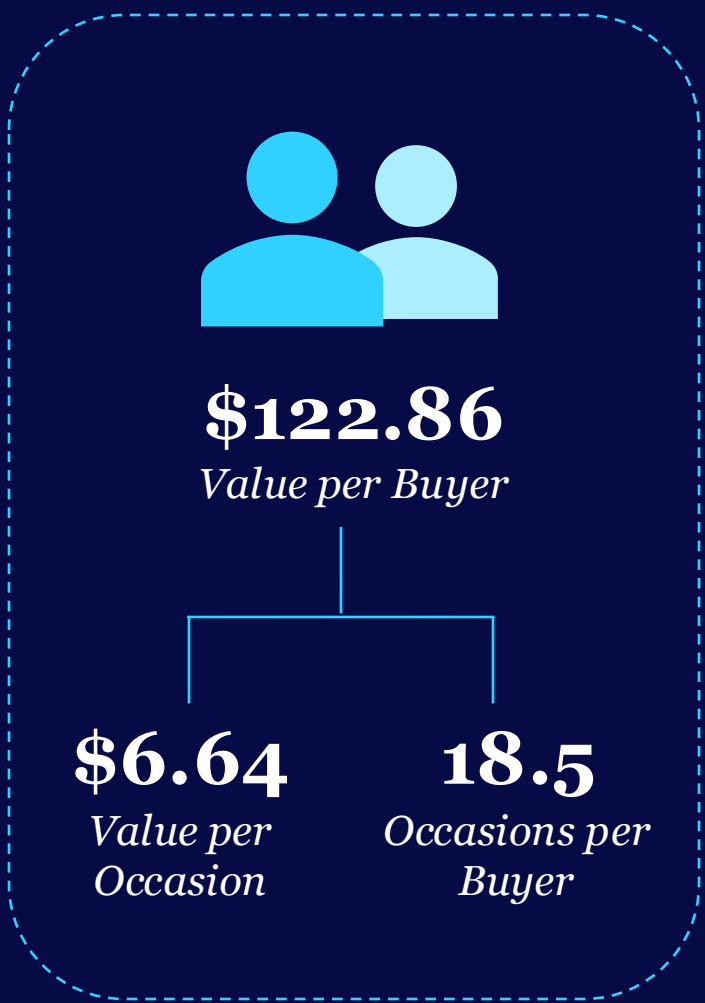
The Convenience Beverage Buyer is...



Source: NielsenIQ Panel on Demand Homescan Panel L52 w/e 09/07/24

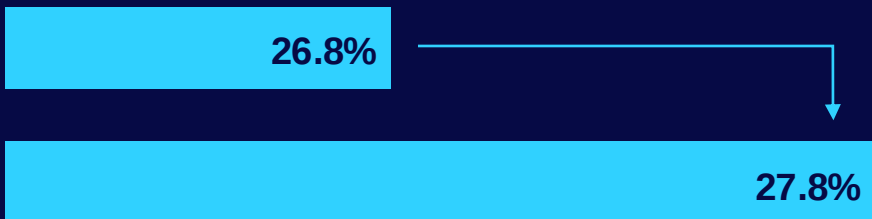
Understand the potential opportunities of capturing more convenience buyers

Attract new buyers & more purchases through a deep understanding of your beverage buying behavior



\$ Opportunities for Beverages in the Convenience Channel

Value of 1 pt increase in penetration



\$158M

Value of 10% increase in buy rate



\$424M

Source: NielsenIQ Panel on Demand Homescan Panel L52 w/e 09/07/24

Key Takeaways ➡

1. As the second largest super category and with a 20% greater appeal, the convenience channel is very important for beverages. Developing a strategy and increasing retail velocity within convenience is crucial for beverage manufacturers.
2. The convenience beverage buyer is more likely younger, low income, and belongs to a Blue-Collar occupation. Having a deep understanding of your customers is beneficial for numerous reasons: not only in helping to better meet consumer needs, but also in strengthening relationships with retailers, and ultimately increasing retail velocities.
3. Next, it is key for beverage brands to understand the buying behavior metrics behind their key consumers. There are large opportunities that come with increasing penetration and buy rates within the convenience channel. What is the opportunity for your beverage brand by gaining new convenience buyers through a deep understanding of their buying behavior?

Reach out to your NIQ representative to learn about the 2024 Convenience channel enhancements, including 21 New SMMs, improvements to ACV, & increases in independent coverage!



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