

WHAT SHOULD C-STORE OWNERS KNOW ABOUT IN-STORE SHOPPING IN 2021?

Many consumers have developed new C-store shopping habits during the COVID-19 pandemic. Here's what you need to know to meet customers' safety needs and boost your sales in the year ahead.

1 WHAT ARE THE KEY MOTIVATORS FOR C-STORE SHOPPERS IN 2021?

The majority of C-stores saw an increase in grocery sales during the pandemic, as shoppers avoided busy supermarkets and turned to c-stores for quick access to food staples. Consumers also became “mission shoppers” who want to get in and out as quickly as possible — an area where C-stores excel.

2 AM I MISSING OPPORTUNITIES TO BOTH KEEP AND EXPAND MY CUSTOMER BASE?

60% of Americans fear catching COVID-19 when they go shopping. C-stores were found to be one of the least trusted retailers when it came to safety protocols. Correcting this is mission critical in 2021.

The most cited reason for mistrust? The lack of hand sanitizer stations in stores. This is one of many easy fixes c-stores can make to catch up to other retailers in terms of safety and change public perception. King Retail Solutions provides a wide variety of solutions that boost customer confidence throughout your store.

3 AS COVID-19 RESTRICTIONS CONTINUE, HOW CAN I KEEP MY C-STORE PROFITABLE?

Two-thirds of convenience stores have closed dining areas and reduced access to self-serve foods due to the pandemic. King Retail Solutions can help transform your unused foodservice area into a useful and profitable space.

