

DRIVING C-STORE SALES BY THE NUMBERS

Convenience store sales are up in 2018, according to a survey by NACS. In the first six months of this year, 79 percent of convenience stores saw sales rise over the same time last year. According to research by Hershey's Global Customer Insights Center, those numbers can grow even more by making some minor moves in the candy aisle. Here are the latest insights.

HOW CONFECTION RANKS

No. 1 in snacking

That's the ranking of candy when it comes to the snacking category in convenience stores.



That's the equivalent of **\$6.2 billion**

No. 1 in Gross Margins

Candy has the highest gross margins of all snacks.

You can see it's a pretty sweet deal.



No. 1 in Unplanned Purchases



of households consume candy.



of people buy candy on impulse.

HOW IT'S SHOPPED

1 HOUR

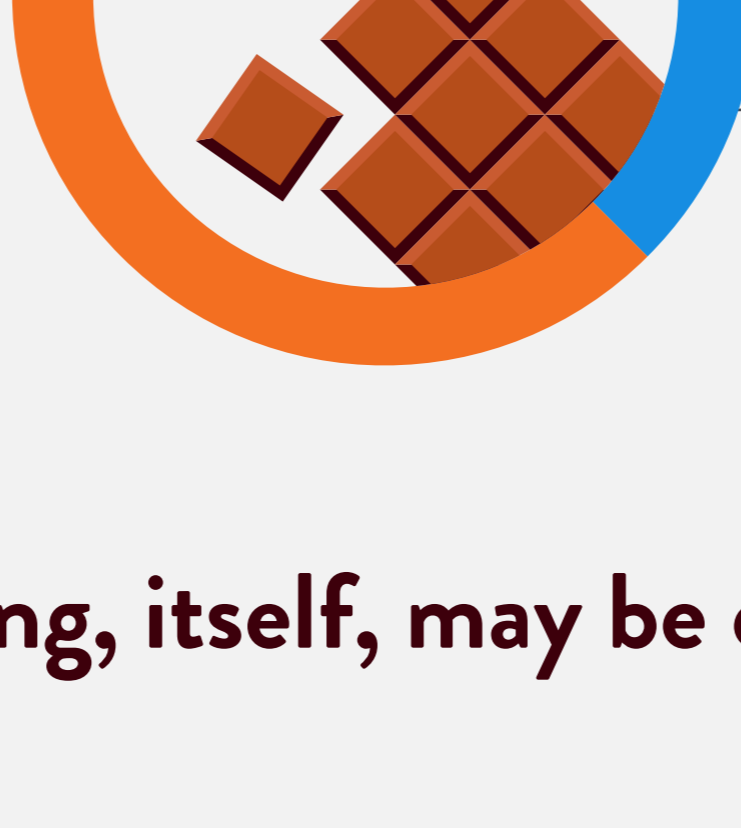
That's about the max amount of time most convenience store candy remains unopened after purchase.



That instant gratification is reflected in pack types.

78%

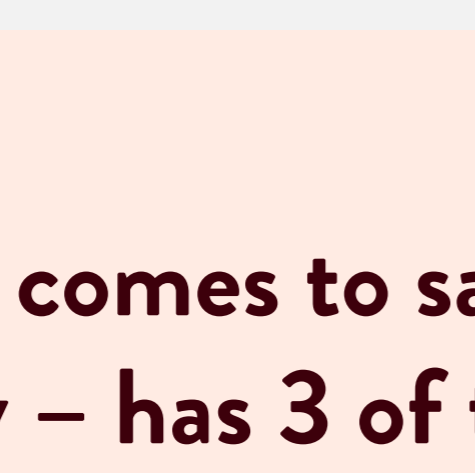
of candy sales come from instant consumables.



22%

are take-home packs.

But the shopping, itself, may be quicker than the eating:



The average shopping time in a convenience store is just **2 MINUTES AND 42 SECONDS**, with checkout taking just **28 SECONDS**.

When it comes to sales, brand matters.

Hershey – has 3 of the top 5:



Reese's



Hershey's



Kit Kat

The top 5 brands make up **32%** of confection sales.

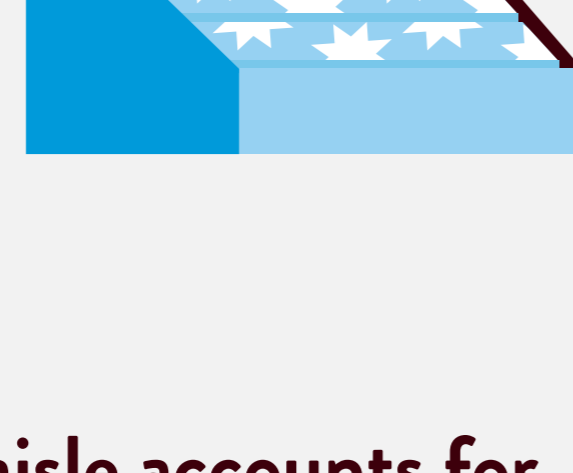
Sales of Reese's are **56%** higher than the #2 brand.

WHAT C-STORES CAN DO TO INCREASE SALES



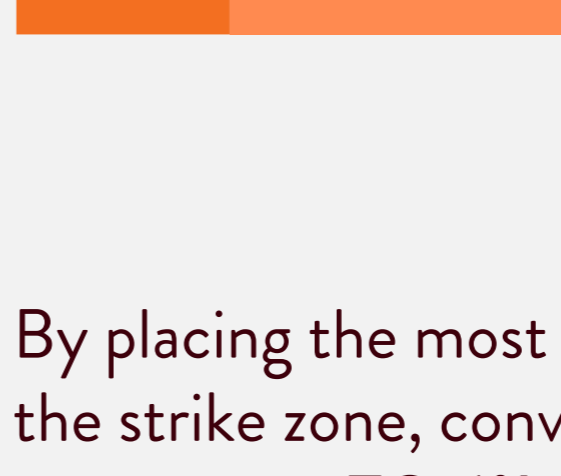
In the aisle

Displays can help with unplanned purchases like mint and gum.



119%

That's how much sales can increase when these items are in a display.



The aisle accounts for



By placing the most popular items in the strike zone, convenience stores may see a **4 TO 6%** increase in sales.

The strike zone is the eye-level area three and four shelves from the top.



King and standard size bars each have a unique fan base. When they sit close together, it's easier for shoppers to pick their preference.



At check-out

Realign the way items are arranged at the front end, offering items on the counter and under the counter in a rack.



But there's more. With under-the-counter merchandising, shoppers are **36%** more likely to make a purchase, and stores see an increase of **45%** of items sold at the counter.

Queueing isn't just good for sales. It's good for shoppers.

81%

of customers report they like the queue because it's organized, fast and helps with navigation.



Set up a designated queue area. By offering the right items on queue in a convenience store, sales can grow 20-25%.

By moving a few items around in the convenience store aisles and at checkout, retailers can make small changes that net big results.

To access more Hershey insights visit: retailrevolution.hersheys.com



Sources:

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