



The U.S. Convenience Store Industry

The U.S. convenience store industry has 151,000-plus stores that account for \$700 billion in sales. Here are some facts about the convenience store industry:

Convenience stores are everywhere. There are 151,282 convenience stores in the United States — one per every 2,100 people. Other competing channels have far fewer stores, according to Nielsen TDLinx, such as supermarkets (33,192 stores), drug stores (40,727 stores) and dollar stores (24,075 stores). Overall, convenience stores account for 34.4% of all retail outlets in the United States

Convenience stores are America's fueling station: Convenience stores sell the majority of gasoline purchased in the country — approximately 80 percent of all fuel sold in the United States. A total of 126,658 convenience stores sell motor fuels. Overall, 82 percent of all convenience stores sell motor fuels, accounting for \$491.5 billion in sales.

Consumers are embracing convenience stores like never before. An average store selling fuel has around 1,100 customers per day, or more than 400,000 per year. Cumulatively, the U.S. convenience store industry alone serves 160 million customers per day.

Convenience stores have robust sales. In 2013, U.S. convenience stores had \$695.5 billion in sales – more than the sales of the country's restaurants (projected to be \$683 billion in 2014) or supermarkets (\$603 billion) and far greater than drug stores (\$222 billion – 2011 data, not including prescriptions). Overall, convenience store sales in 2013 were 4.2% of the \$16.72 trillion U.S. gross domestic product. The U.S. convenience store industry had sales that would rank it the 20th largest country by gross domestic product, between Saudi Arabia (\$718 billion) and Switzerland (\$646 billion), according to the CIA World Factbook.

Convenience stores sell time: Convenience stores offer speed of service to time-starved consumers who want to get in and out of the store quickly. These shoppers recognize this channel of trade for its convenient locations, extended hours of operation, one-stop shopping, grab-and-go foodservice, variety of merchandise and fast transactions. A NACS speed metrics study found that it takes customers, on average, 3 minutes and 33 seconds from the time they leave their cars until the time they get back in their cars with a purchase. No other channel comes close.

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Founded in 1961 as the National Association of Convenience Stores, NACS (nacsonline.com) is the international association for convenience and fuel retailing. The U.S. convenience store industry, with more than 151,000 stores across the country, posted \$700 billion in total sales in 2012, of which \$501 billion were motor fuels sales. NACS has 2,100 retail and 1,600 supplier member companies, which do business in nearly 50 countries.