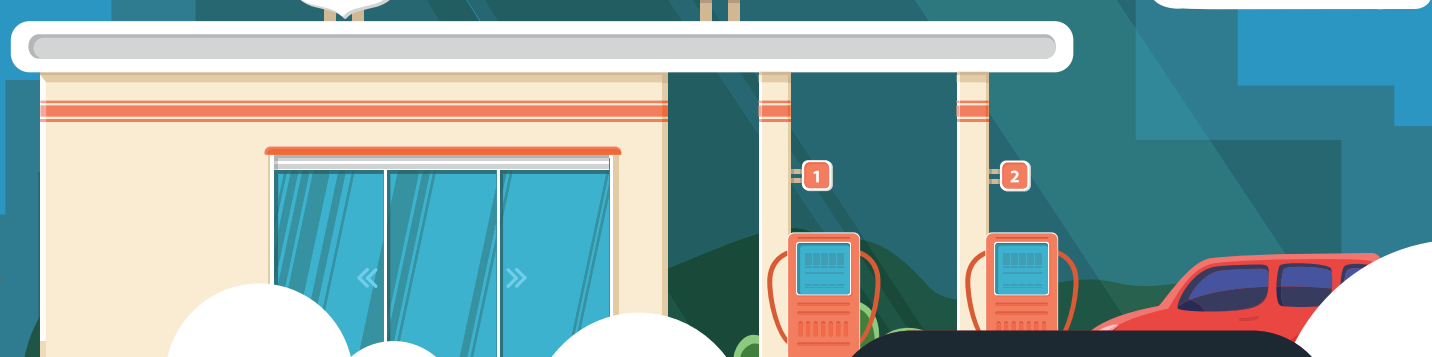


# C-Store Loyalty Growth Opportunities: Maximize Shopper Preferences

The reasons people are visiting convenience stores is shifting compared to previous years.



**30%**

shoppers are actively using a convenience store rewards program

**71%**

of customers shop at the same convenience store each time

**50%**

of customers shop at any type of convenience store once a week or more

**58%**

of loyalty program members use a mobile app



### Top Emerging Loyalty Marketing Strategies

- In-app messaging
- Geotargeting
- Short message service (SMS)
- Push notifications
- Ordering delivery, powered thru loyalty

C-store shoppers spent an average of

**\$18.06**

on their most recent visit

Compared to

**\$15.46**

in 2022



Liquor sales increased

**+15.7%**

in 2023

## Top 4 Influences for Convenience Store Visits



**47%**

Proximity/Close by



**32%**

Longer Hours



**29%**

To Purchase Gas



**20%**

Loyalty Program

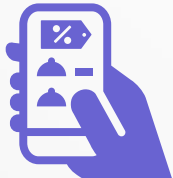


## Tech Trends to Look for in 2024



**81%**

of consumers anticipate ordering more delivery from convenience stores



**72%**

of customers are satisfied using mobile coupons/discounts



**81%**

of customers like the convenience of mobile payments

Thanks to technological advances, more and more c-stores are seeking ways to engage customers through multiple platforms for a more personalized connection. To learn more about how PAR Punchh can help you deliver the right engagement at the right time, contact us for a 1:1 demo of our platform.

[REQUEST A DEMO](#)

**Let's Make More Loyal Customers**

Contact@Punchh.com • 650-781-7100



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