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## 01 AUDIENCE

5K

unique monthly visitors

76%

of subscribers are manager-level or above

92%

of the Top 25 Convenience Chain Retailers in the U.S. read C-Store Dive

C-STORE DIVE

3,500

SUBSCRIBERS

You'll find C-Store Dive's news and insights in the inbox of notable subscribers, like:

- Global Director of Sustainability, Packaging & Waste, Circle K
- VP of Sales, Bon Appetit Bakery
- VP of National Accounts, Pace-O-Matic, Inc.
- CEO, H1 Gas
- VP Fresh Foods QA, Design and Commercialization, 7-Eleven
- Director Of Marketing, GAWFCO Enterprises Inc.
- Senior VP, Fuel, Giant Eagle, Inc.
- National Account Manager, BIC
- Sr. Director of Sales, National Distributor Management, National Accounts, The Naked Collective
- National Sales Director, MK Lighter Company

## 02 TOP-PERFORMING CONTENT

In recent years, demand for on-the-go food and drink options took a dive, as the pandemic forced consumers to stay at home. Now, as consumers fall back into their 'normal' routines, the c-store landscape is experiencing a surge in sales, even as consumers watch their wallets during tough economic times. From changing consumer preferences, to inflation, to countless consolidations, the c-store industry is anything but predictable. Let's look at what our readers have been focused on most.

### Top 5 topics

1. Operations and store development
2. Technology and electrification
3. Category trends
4. Foodservice
5. Fuels

### Top 10 C-Store Dive stories

Amazon Go closing 8 of its c-stores

9 trends that will shape the c-store industry in 2023

Buc-ee's takes a second swing at Louisiana expansion

After the acquisition: How c-store companies are integrating their new assets

C-store chains are betting on retail media in 2023. But at what cost?

4 snack trends that will impact c-stores in 2023

How a sale of EG America could impact the c-store industry

Casey's to enter the retail media game in early 2023

Murphy USA to build 500 more stores by 2033, CEO says

Why Kum & Go might be selling, and what it might mean for the c-store landscape

### Keywords resonating right now

c-store future locations and expansion plans

digital convenience

ev charging stations

retail media networks

c-store acquisitions

rebrands

loyalty programs

cashierless technology

customer experience management

## 03 TRENDS

### Retail Media

- First-party customer data
- Third-party cookie ban
- Recruiting talent

### Technology and innovation

- Digital loyalty memberships
- Cashierless checkouts
- EV charging stations

### Industry shifts

- M&As
- Attractive sales landscape
- Expansions

### External impacts

- Increasing labor costs
- Inflation
- Individually wrapped snack demand

Our readers spent nearly 2x as long on these stories than the average story:

- [7-Eleven delivery robots hit the streets](#)
- [Jacksons to enter the cannabis segment next year](#)

### Economic ups and downs

Although increasing costs of labor and products have caused disruptions in the industry, c-store snacks is experiencing a renaissance of sorts. As more consumers live on-the-go lifestyles, the need for grab-and-go snacks has increased considerably.

With increased interest in individually wrapped items and more traffic back on the roads, c-store snacks and offerings are in higher demand than ever. While the price of snacks has increased, consumers still view them as a comparatively affordable option to other choices, and continue to purchase them in droves.

### Major M&As

The fragmented state of the c-store industry makes it a breeding ground for consolidation, acquisition, and expansion. With increased costs across the economy, consolidation also helps to offset the costs of upgrades, improvements, and investments in new technologies.

Major c-store players have made moves in 2023, and more change is expected. As large chains slowly increase their footprint across the U.S., other c-store giants are selling off their assets in mass amounts.

### Adoption of retail media

From Google's impending ban on the use of third-party cookies to the increase in online shopping, some big c-store players are dipping their toe into the retail media water. And more are expected to follow suit.

As retail media becomes more attractive to both c-store executives and vendors, leaders will prioritize building out apps and digital loyalty membership to collect customer data, track behaviors, and make high-conversion offers. Brand loyalty has historically been lacking in the c-store industry, but app-based sales, member-specific pricing, and incentives are set to turn this tide and turn casual consumers into loyalists.

## 04 MARKETING INSIGHTS

Snack on these insights to reflect the content preferences of over 3,500 C-Store Dive subscribers in your strategy:

### Content Characteristics

- Comprehensive
- Competitor-based
- Timely
- Actionable
- Prospective

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Use a macro gaze

The c-store landscape is saturated and fragmented, making it difficult for leaders to see the whole picture. C-store execs need content that allows them to tune into evolutions happening across the industry and in consumer behavior, as they unfold. Dive deep on topics where warranted but ensure your content takes a comprehensive, high-level approach complete with action-based advice.

### Give them a competitive edge

In the hyper-competitive c-store space, leaders are constantly looking for a competitive advantage to set them apart from the rest. Arm them with informed content on their competitors — from M&As, to retail media endeavors and loyalty programs, to novel approaches — so they can shape their strategies with an exhaustive lens. Support facts and updates with quantitative results that clearly demonstrate success and failures, providing a comprehensive outlook of the competition.

### Make it snackable

Actionable and 'snackable,' summary messaging works best with c-store decision-makers. They want clear-cut information they can quickly scan and assess to better tackle the daily obstacles they're up against. Cut to the chase, and give them concrete solutions they can take and run with.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us