

WEBINAR

# The New C-store Customer: What Billions of Transactions Reveal

The webinar will begin shortly

Presented by



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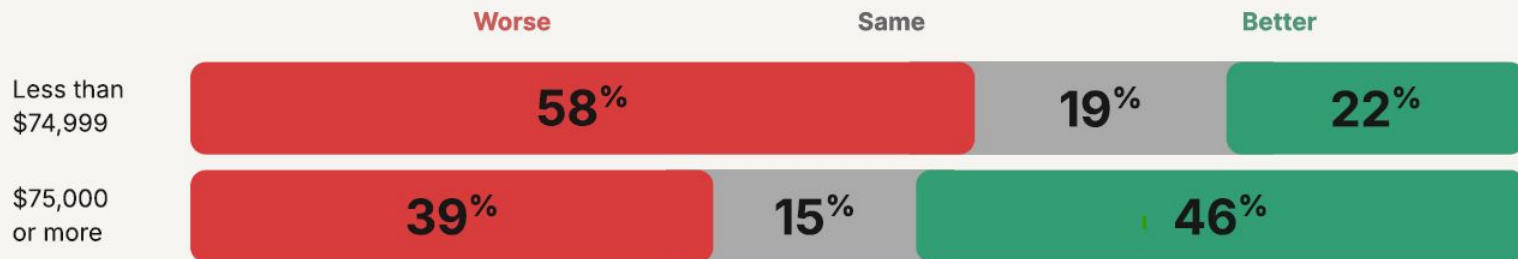
**The cause:**

Market pressures are **pushing**  
**consumers to chase value**

# Roughly half of consumers (49%) told us they think the economy got worse in 2025, but there's a catch

## Economic optimism increases with household income

"What is your outlook on the state of the U.S. economy compared to a year ago?"



Source: Upside survey responses from 1,711 general population consumers, September 2025. Values may not add up to 100 due to rounding.

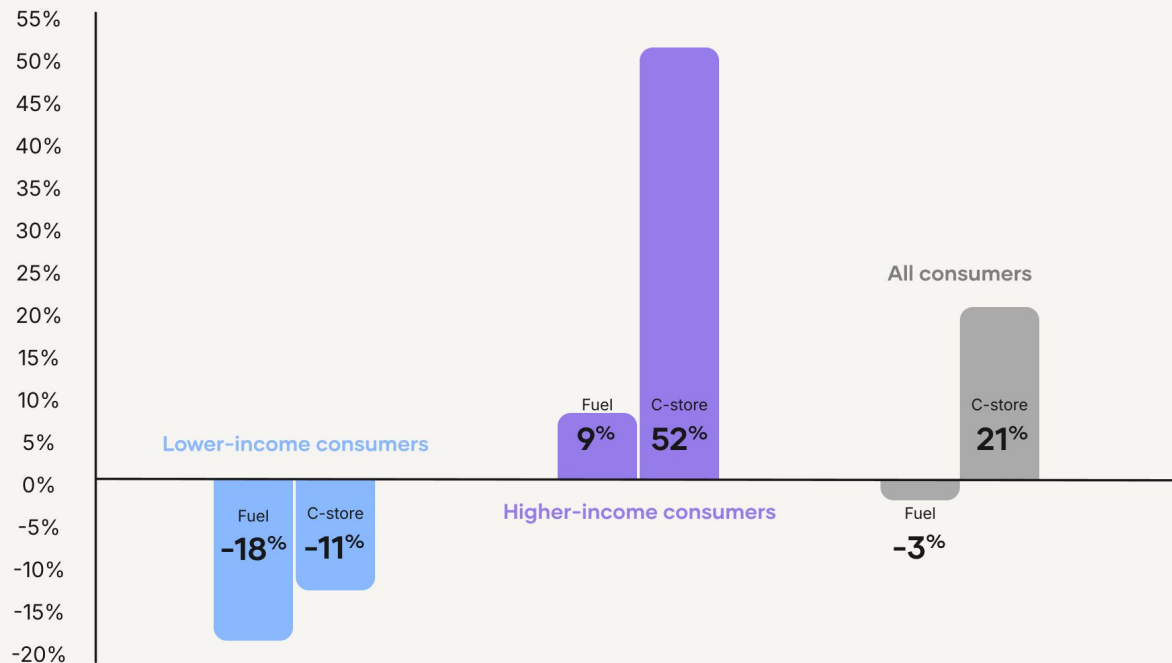


## THE CAUSE

Confidence in the economy is illustrated in 2025 spending trends, displaying a clear “**income divide**”

### Higher spending comes from higher earners

Change in self-reported spending from 2024 to 2025



Source: Upside survey responses from 3,515 consumers, conducted across two waves in 2024 and 2025.



## **The effect:**

These pressures have **nurtured  
uncommitted behavior**

# Uncommitted behavior is driven by 3 major forces



**Price sensitivity**



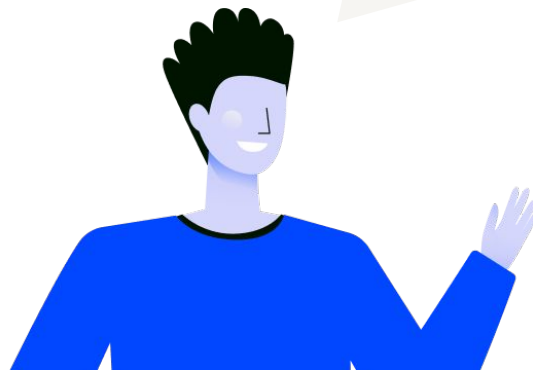
**Availability**



**Competition**

"I've started **buying more in bulk and using cash-back apps** to save on everyday purchases. Also, I'm being more mindful about dining out, **choosing more affordable spots.**"

— Male, age group 18-24  
\$150k+ household income



# Uncommitted behavior is accelerating

In 2025, the average U.S. consumer transacts at:

**2.6** +7% YoY

Gas stations per month

**3.2** +17% YoY

Convenience stores per month

Source: Upside survey responses from 1,711 general population consumers, September 2025.

# For most, price remains king

How do customers in each category choose where to transact?

Fuel

Convenience

- |   |                          |                         |
|---|--------------------------|-------------------------|
| 1 | Lower prices             | Convenient to get there |
| 2 | More convenient location | Lowest prices           |
| 3 | Trustworthy brand name   | Clean / new stores      |

54%

of fuel customers **compare prices** between locations *all or most* of the time.

Source: Upside survey responses from 1,711 general population consumers, September 2025.





## The response:

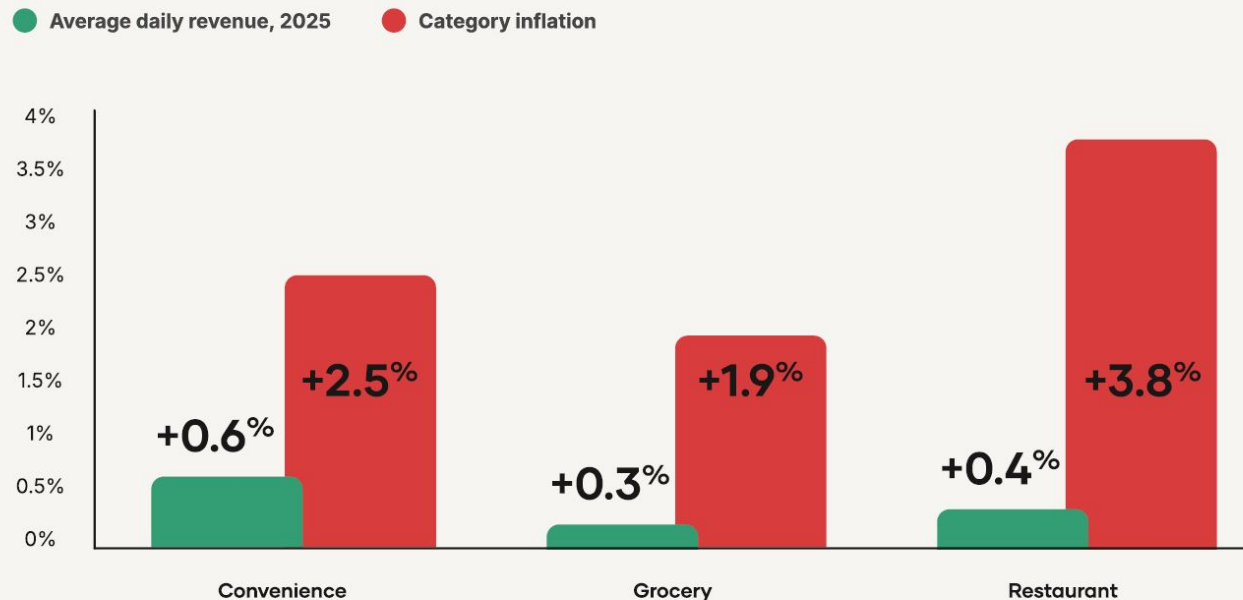
Retailers' tactics are **reinforcing this behavior** instead of breaking it

## THE RESPONSE

**The average  
retail  
location's  
revenue is  
still not  
keeping up  
with inflation**

### While revenue is up, it's being outpaced by inflation

Year-over-year changes by category



Sources: Average daily revenue figures come from Upside transaction data. Inflation comparisons come from the Bureau of Labor Statistics, compared against the same time horizon as the transaction data. Grocery inflation is measured as "food at home"; restaurant inflation is measured as "food away from home"; c-store inflation is measured as the combination of the two.

# Both retailers and consumers say loyalty programming is important to them

**47% of retailers**

are focusing on driving loyalty & repeat visits

**52% of consumers**

view loyalty & cash back programs as "worth the effort"

**86% of consumers**

find it important for retailers to offer rewards & cash back



# Even though consumers see the value in loyalty, that doesn't necessarily translate into consistent usage

**A wide gap exists between customers who say loyalty rewards matter and those who actually use them**

● Shoppers who use loyalty rewards, cash back, or discounts "most of the time" or "always"    ● Opportunity gap of loyalty

Convenience

38%

48%

Fuel

49%

37%

\*86% of shoppers say loyalty rewards or cash back are "moderately," "very," or "extremely" important.

Source: Upside survey responses from 1,711 general population consumers, September 2025.



# What this means for retailers in 2026

## Customer retention issues represent double-digit revenue loss

*Customers uninvolved in any type of programming*

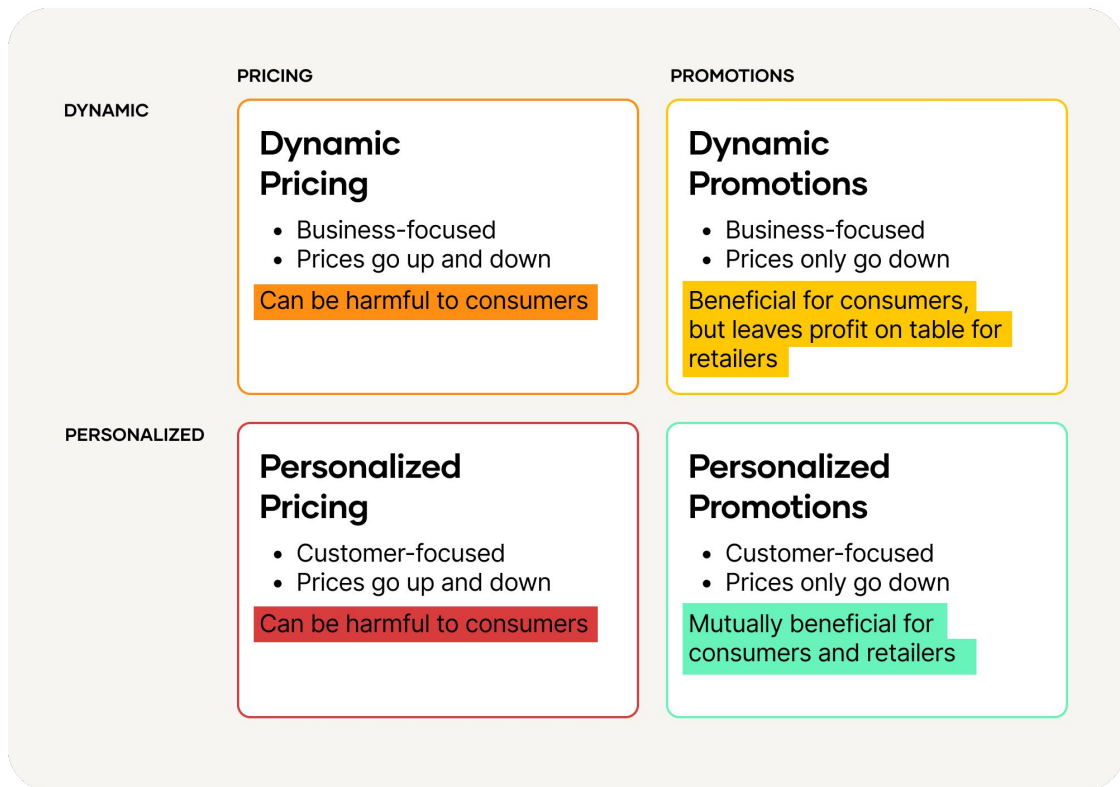


Uncommitted customers represent:

**74%**

of fuel customers

# Consumers have a strong preference for personalized promotions over dynamic pricing



# Thank you for joining!

Feel free to ask questions — and get our latest fuel industry insights below.



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## The Total

We break down industry trends, the data that supports them, and how they'll impact what's next.



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## Fuel trends



Tracking retail fuel trends: March 2025

Retail fuel metrics often follow spec



Tracking retail fuel trends: January 2025

ensions on Russia led to a rise in crude

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