

# 2025 C-Store Trends Cheat Sheet

## *Your Quick Guide to What's Driving Convenience Retail Forward*

In-store sales hit \$335.5B in 2024 and the C-store industry is on track to reach \$3.12T by 2028. What's fueling that momentum? These five key trends are reshaping customer expectations and competitive strategy in 2025.

### Trend 1 - Made-to-Order Meals Are Now a Traffic Driver



85%

of consumers have tried MTO meals. C-stores offering hot, fresh, customizable food are gaining serious loyalty and foot traffic.

### Trend 2 - Value Is the New Battleground



72%

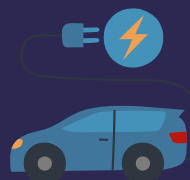
now see C-stores as QSR alternatives. Bundle meals, limited-time offers, and loyalty perks are outperforming traditional fast food.

### Trend 3 – Loyalty Is Getting Gamified



Customers want experiences. 85% are more likely to join loyalty programs that reflect their buying habits and offer interactive rewards.

### Trend 4 – EV Charging = Retail Advantage



Millennials are leading the charge — 45% say EV charging influences where they shop. With longer dwell times, EV amenities drive sales.

### Trend 5 - Cleanliness Signals Quality



70%

of consumers equate store cleanliness with food freshness. Clean floors = better perception, more purchases, higher trust.



Need help applying these trends  
to your retail strategy?

Let's talk: +1 (910) 707-4711

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