Why Health and Wellness Matter in Convenience Store Foodservice

Understanding today’s better-for-you expectations

THE SHIFT IN THE NUMBERS

61%

of c-store shoppers buy products with health benefits at least some of the time

Acosta Group, 2025

54%

of consumers are increasingly concerned about additives in their food

Technomic, 2025

45%

would visit c-stores more often if the food were higher quality and fresher

NACS Convenience Voices

10.3%

of shoppers buying food elsewhere said the store lacked healthy options for them

NACS Convenience Voices

WHAT “BETTER-FOR-YOU” MEANS TO SHOPPERS

Recognizable Ingredients

Familiar foods with simple, understandable components

More Protein

Grilled chicken, eggs, and other protein-forward options

Fresh Produce

Fruit, vegetables, and visible freshness

Sensible Portions

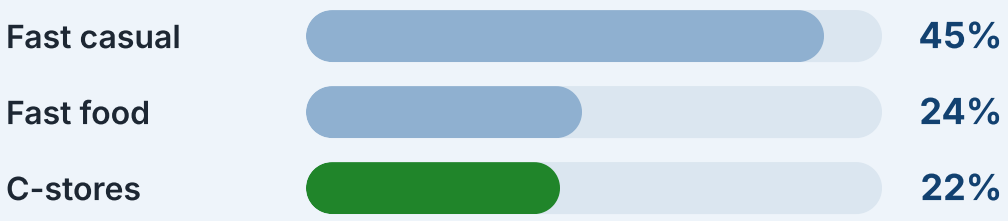
Lighter sizes and balanced choices on the go

Fewer Additives

Cleaner labels and clear ingredient information

The perception gap

Share of consumers who see each channel as offering healthy food and beverages (Q1 2025)



▲ C-stores were the only channel to improve, up from 18% in 2022

When wellness adds value

- Fits the store’s customers and meal occasions
- Kept fresh, visible, and consistently stocked
- Built from existing ingredients and equipment

When it adds complexity

- Token items that spoil before they sell
- Extra prep steps the team cannot support
- Hard to find or poorly labeled

WHAT THIS MEANS FOR OPERATORS

Build it into the core menu

Add grilled options, side swaps, and smaller portions

Make it visible

Clear labels and placement customers notice

Keep it dependable

Fresh, consistent, and in stock every visit

Start focused

A small, trusted selection beats a broad, inconsistent one

Sources: Acosta Group Convenience Store Shopper Insights (2025); Technomic data presented at CSP’s 2025 C-Store Foodservice Forum; NACS Convenience Voices survey data reported March 2025.