Why In-Store Marketing Matters for Foodservice

Turning visibility into sales

WHY VISIBILITY MATTERS

28.5%
of c-store in-store sales came from foodservice in 2025
NACS (2026)

1 in 3+
consumers buy prepared food they hadn't planned to purchase
Datassential (2026)

~30%
of shoppers name hunger as the main reason they visit a store
NACS Convenience Voices

17.8%
of fuel-only shoppers say better outside signage or promotions could bring them in
NACS Convenience Voices

FIVE CUSTOMER DECISION POINTS

The Pump
Give a reason to come inside

The Door
Clear sightlines into the store

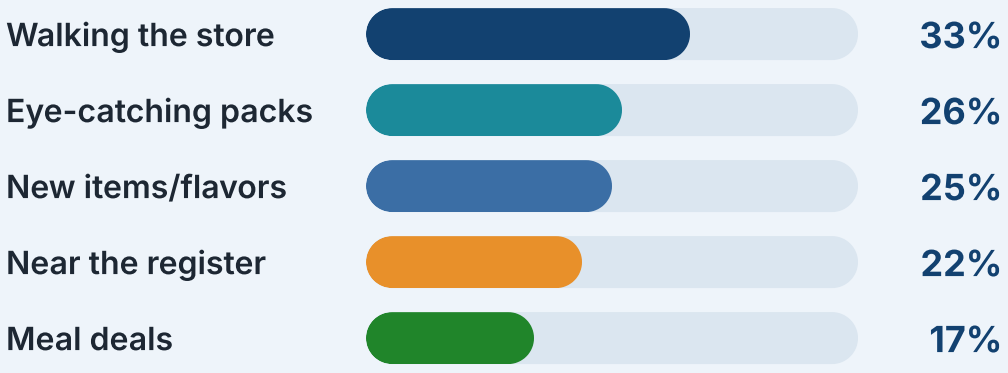
The Path
Food placed where customers walk

The Food Case
Full, lit, and easy to read

The Register
A last chance to add food

What triggers unplanned purchases

Share of consumers citing each trigger



Source: Datassential 2026 C-Store Keynote

In-store marketing

- Tells customers what is available
- Signage, menu boards, prices
- Promotions and limited-time offers

Merchandising

- How the food itself is presented
- Placement, eye level, adjacency
- Full, fresh, well-lit displays

QUICK WINS THAT MAKE FOOD VISIBLE

Clear sightlines
Fewer window posters and blocking displays

Keep cases full
Customers judge freshness by appearance

Retire old messages
Remove expired promos and stale prices

Anchor the store
Make food the focal point customers see

Sources: NACS, "Today's Convenience Shopper" (Sept. 2026); NACS Magazine, "Attracting Fuel-Only Customers Into the Store" (March 2026); Datassential, 2026 C-Store Trends. Prepared by It's All Goods.