



PRESS RELEASE

New report from Ipsos ranks winners in the Retail Petroleum and Convenience Store sector — and how competitors can get ahead

Ipsos' newest Petro-Convenience Experience Excellence Competitive Benchmark Report identifies the perks and pain points that make or break the forecourt through backcourt customer journey

New York, NY, September 16, 2024 – As shifts in consumer spending and commuting reshape the retail petroleum and C-Store sector, loyalty is hard won and easily lost. Brands must be nimble and disciplined in delivery and at the frontline, to drive wallet share and attract and retain customers.

That's why the 2024 Petro-Convenience Experience Excellence Competitive Benchmark Report from Ipsos, one of the largest market research and polling companies globally, doesn't just rank the standard-bearers across the sector, but quantifies the factors that keep people coming back.

"Whether they're in for an essential fuel-up or for an impulse purchase, consumers' baseline expectations are evolving, driven by constant change and challenges in the marketplace," said Chris Koetting, SVP of Strategic Growth – Channel Performance. "This report delves into the onsite issues consumers are enduring, from inefficiency to lack of cleanliness, so brands can prioritize the factors that make or break the customer experience."

Ipsos' analysis, which drew upon both a survey of 1,000 Americans and the [company's industry-leading mystery shopping practice](#), showed that Love's Travel Stops has taken the top overall spot with an overall score of 91.6, closely followed by QuikTrip (91.5) and Maverik (91.4).

But crucially, while the top brands are grouped closely together, there is still considerable room for improvement that will translate into increased market share, loyalty and sales.

"Only half of consumers are highly satisfied with their fueling (53%) or C-Store (45%) experiences — meaning that there are real opportunities to improve everything from the fueling process to the food and beverage offerings," Koetting said.

"While some elements that matter to consumers, like location and inventory, can't be easily changed, focusing on the aspects that operators have more influence over can have an outsized impact on business performance. For example, the CSR and customer engagement."

For a look at the full ranking and the report, please contact Chris Koetting, Christopher.Koetting@Ipsos.com.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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