

## Convenience Stores Embrace a Digital Future

When consumers think of convenience stores, the words that resonate are fast and easy. This unique value proposition has resulted in higher global non-fuel c-store sales growth over the past several years, as consumers traveled more and were increasingly on the go. According to Grand View Research, **the global c-store market size was \$2.1 trillion in 2021** and is expected to grow at a compound annual growth rate (CAGR) of 5.6% from 2022 through 2028.<sup>1</sup>

The definition of convenience has changed and expanded well beyond the initial gas pump and grab-and-go items. With the adoption of digital channels for grocery shopping and delivery from traditional supermarkets, as well as more takeout food delivery via third-party apps, consumers are now more open to delivery of prepared food from c-stores.

C-stores now offer curbside pickup and have expanded to include local delivery options for meals, alcohol, beverages and other typical c-store products. A **report from the National Restaurant Association** projects demand to remain high, with 68% of adults planning to buy more takeout or delivery food than before the pandemic.<sup>2</sup> Additionally, among all major product segments, foodservice is expected to see the highest CAGR of 6.4% from 2022 to 2028.<sup>3</sup>

*The foodservice segment is expected to see the highest CAGR of 6.4%.<sup>3</sup>*

Convenience store operators are also diversifying their revenue and expanding trip types. In many markets, c-store operators have extended their offerings to generate additional reasons for customers to visit, in order to increase trip frequency. In areas with low banking penetration, some c-stores offer options for consumers to transfer money and pay bills to online merchants. In Mexico and other LATAM markets, Over-the-Top (OTT) media streaming services are also becoming a popular c-store offering as these services continue to gain share vs. traditional TV/cable.

### Convenience channel business drivers

In addition to speed and convenience, there are a number of factors and trends driving growth and change in the c-store space, including:

- Greater demand for home delivery and in-app purchases and checkout
- Expectations for faster in-store experience, curbside pickup and contactless payment
- Interest in healthier and higher-quality foodservice options on demand and at any time
- Growing openness to new offerings such as financial and media services
- Growth in electric vehicles (EVs), potentially changing the type, frequency and length of visits
- Continued industry consolidation with increased corporate ownership and fewer independents

C-stores face an immediate need to find new reasons for customers to engage, visit, spend and return. This has led some to develop and implement new customer trip and revenue opportunities that are different from their traditional tobacco, alcohol and/or fuel related strategies.



## Building digital capabilities with master data management (MDM)

For c-stores, the ability to quickly and proactively respond to these and other future trends and opportunities depends heavily on access to – and the ability to quickly analyze and act on – accurate, updated information from across multiple data domains. MDM presents an ideal solution, enabling operators to, among other things:

**1**

### Streamline product and supplier onboarding

C-store retailers have extensive geographic reach and distribution partners, including national and local suppliers/brands. With so many different organizations, effective product onboarding and approvals can be a challenge. **Product MDM with integrated product data onboarding** provides robust processes to manage and enrich product data more efficiently in a wide range of categories and services. Leading MDM providers have open architecture to integrate global data pools such as GDSN to accelerate onboarding and final enrichment. Supplier onboarding through MDM processes ensures that supplier data is managed appropriately to create a single, accurate view of suppliers for the organization and allow alignment of suppliers to particular geographies. Additionally, modeling supplier data with product data can help c-store retailers clearly manage and quickly expand local product assortments.

**2**

### Expand quick-service restaurant (QSR) business

As traditional refueling slowly becomes less of a focus for operators and EV ownership grows, many are investing in higher-quality meal offerings and catering, with some developing in-store restaurants to support longer stays. A robust **Multidomain MDM** solution aids in QSR menu management, ingredient transparency, nutritional panel and finished goods management. These capabilities provide the foundation to build complete and accurate product information to best serve B2C and B2B customers and improve marketing success.

**3**

### Better understand and leverage locations

Location is a primary reason many consumers visit this retail format. Therefore, operators need the best, most relevant location information to share with their customers. **Location MDM** enables detailed insights to help retailers stay ahead of disruptions from updated services, operational data and change of ownership/M&A to communicate quickly and clearly with customers. Detailed information about types of foodservice at store-level websites or in-app closes the information gap and drives traffic and sales conversions.

**4**

### Acquire new customers and improve loyalty

As digital communication and commerce increase, c-stores need to integrate all their customer information to create a single 360° view. Loyalty

## Revenue opportunities for c-store operators

- Establish third-party or in-house delivery service options
- Expand QSR offerings to include healthier foods and/or in-store restaurants for longer stays
- Apps and other digital services to build loyalty
- Increase assortment of private branded products
- Expand into telecom, financial services and media offerings
- Increase efficiency and safety operations via curbside and contactless payment
- Build trips through coffee and carbonated beverage subscription services

is more than an app; it must be earned with relevant messaging, privacy protection and service and value to the customer. **Customer MDM** provides a complete view to aid in understanding customers and help deliver more personalized information and offers based on their purchase and privacy preferences to drive loyalty. As data consolidation continues, retailers can reduce their technical debt and simplify their IT operations.

**5**

### Integrate data across multiple systems

With long operational histories and multiple acquisitions over the years, c-stores can have complex IT landscapes and siloed applications and data. Regardless of infrastructure and architecture, MDM can integrate data across multiple enterprise systems, improving operational efficiency and data transparency leading to better decision making through clearer insights.

**6**

### Improve online product experience

C-store customers can now have an omnichannel view of their preferred products in-store, online and in-app. MDM delivers high-quality product data with engaging imagery from a single source of truth that fuels better, more consistent experiences online and fosters increased trust and loyalty.

**7**

### Accelerate digital transformation

With a foundation of trusted information that intersects product, supplier, location, customer and other data sources, c-stores benefit from the ability to fuel innovation-enabling technologies such as AI and machine learning with clean, up-to-date information. An agile data foundation can accelerate expansion of digital touchpoints, support test-and-learn initiatives and deliver programs at the store level to accelerate success across geographies.

**The ROI of multidomain MDM for c-stores**

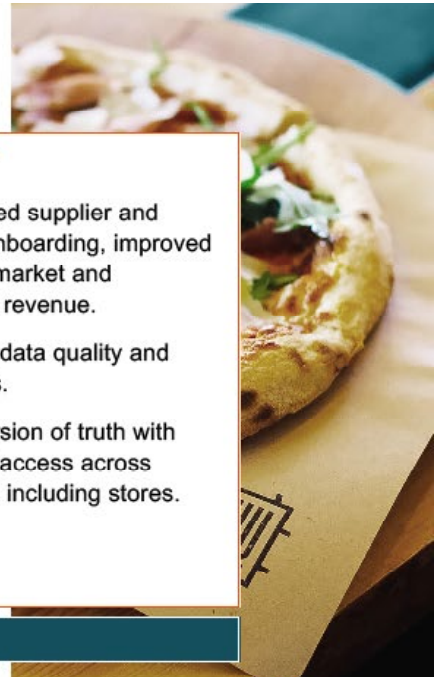
As digital interactions increase and many consumers operate in a digitally hybrid way (e.g., visiting stores and also buying at home), building digital competency and increasing the speed of transformation becomes critical.

Accelerating operational efficiency and customer relevance demands a multidomain MDM approach, enabling c-stores to centralize, enhance and extract greater value from their data.

The ROI can grow even more when different data types are managed together. For example, blending supplier and product data ensures efficiency in a common process and adds more context to support decision making.

Following is an example of how one major North American convenience store retailer leveraged its multidomain MDM initiative to drive success across its business ecosystem.

**Convenience store retailer accelerates digital transformation with Multidomain MDM**



CHALLENGE	SOLUTION	IMPACT
<p>Difficulty managing expanded product offering across direct store delivery (DSD), fresh and packaged food categories.</p> <p>Supplier/product onboarding process complexity.</p> <p>Siloed data across 30 sources impacts having a transparent view of customers.</p> <p>Managing quick serve menus across regions.</p>	<p>Product MDM as the single source of product information.</p> <p>Simplified UX and technology with an integrated platform for supplier and customer data management.</p> <p>Business rules and workflows implemented across supplier, product and customer data activities.</p>	<p>Streamlined supplier and product onboarding, improved speed to market and increased revenue.</p> <p>Improved data quality and processes.</p> <p>Single version of truth with governed access across enterprise including stores.</p>

**Selected customer: Large North American convenience store retailer**

**Key features of Multidomain MDM**

- **Single seamless platform**, regardless of data domain, enabling future MDM capability without reengineering existing infrastructure.
- **Integrated product data onboarding**, with PDX Onboarding, enabling retailers to connect easily with suppliers and partners to keep product information accurate and updated.
- **Pre-built integrations to help validate suppliers**, e.g., D&B, providing greater depth and aiding in approval and rapid supplier onboarding.
- **Simplified data integration**, with an open platform that brings data together via APIs, plug-ins or custom solutions to connect internal business systems, legacy systems, third-party sources, supplier and vendor systems, and data pools.
- **Focus on configuration vs. coding** increases speed of implementation and enables workflows and UX to be adapted and reconfigured as needed.
- **Data synchronization and sharing** via APIs and other integrations to keep all systems and users up to date and confidently share data to marketing and ecommerce channels and partners.
- **Pre-built integrations to validate location data**, e.g., with partner Loqate, to ensure location information is up to date for GPS coordinates.
- **Intuitive and customizable user experience**, with a role-based, optimized UX to empower users to be more productive using established workflow and a specific scope of data.
- **Cloud-native SaaS solution** that's more accessible and affordable to more companies, enabling them to deliver value, performance and results.



Stibo Systems is an innovator in multidomain MDM and product information management, empowering retail success worldwide. Our solutions enable organizations to gather their most valuable data assets once – from across multiple systems, sources and domains – and distribute them to all users, empowering the delivery of data transparency and providing a single, reliable enterprise-wide version of the truth.

To learn more about our deep retail experience, and our unique approach to maximizing the value of data in the retail space, visit [stibosystems.com/retail](https://stibosystems.com/retail).

Sources:

1,3 Convenience Stores Market Size, Share & Trends Analysis Report By Type, By Region, And Segment Forecasts, 2022 - 2028, Grand View Research.

2 National Restaurant Association, 2021 State of the Restaurant Industry Report



### About Stibo Systems

Stibo Systems is the leading enabler of data transparency through master data management and data syndication. Built on an open platform with scalable, cloud-native SaaS technology, our solutions empower many of the largest and most innovative global companies with better data quality and visibility. This creates a trusted data foundation for enhancing operational efficiency, making informed decisions, delivering superior customer experiences and supporting sustainability initiatives. Headquartered in Aarhus, Denmark, Stibo Systems is a privately held subsidiary of Stibo Software Group, which guarantees the long-term perspective of the business through foundational ownership. More at [stibosystems.com](https://stibosystems.com).