



## USA: Amazon sees room for 2,000 c-stores

**A new player is about to enter the American convenience market, as Amazon intends to open up to 2,000 stores in the U.S. over the next decade.**

Under the 'Fresh' brand, Internet retailing giant Amazon is ready to open 20 convenience stores in the U.S. over the next two years, while it sees room in the market for up to 2,000 stores over a decade, reports Business Insider.

The 20 first sites will be part of a pilot program to test the market's reception, with stores to open in major cities such as New York, Miami, Las Vegas and Seattle.

As Amazon explores new ways to reach its customers and expand its products portfolio, the company will try out various store formats during its pilot program. Ten of the sites will be 'click-an-collect' drive-up points where Amazon users can get their online orders. The other ten will have a more traditional format with physical products and other offerings.