



Kwik Trip and Wawa are top rated retailers for food in the U.S. c-store industry

dunnhumby study unveils the top 10 retail brands in the \$291 billion market, based on customer preferences.

Research group dunnhumby revealed Kwik Trip, Wawa and Quik Trip are the top three retailers for food in the \$291 billion U.S. convenience, dollar and drug channels, according to its nationwide study which was released at the NACS Show.

The latest dunnhumby Retailer Preference Index (RPI) surveyed 5,500 U.S. households focusing on three food channels – Convenience, Dollar and Drug – and then dunnhumby analyzed consumer emotional sentiment and preference for 37 of the largest retailers. The top ten retailers with the highest consumer preference index scores are: 1) Kwik Trip, 2) Wawa, 3) Quik Trip, 4) Speedway, 5) CVS, 6) Sheetz, 7) Cumberland Farms, 8) Walgreens, 9) Dollar Tree, 10) Turkey Hill.

The goal of our study is to understand macro trends in the Convenience space, and to provide retailers with a benchmark for how they are performing on the different drivers of consumer preference,” said Jose Gomes, President of North America for dunnhumby.

The study found that convenience was the biggest driver of consumer preference, beating price and quality. Convenient locations, hours of operation and speed play a big role in store preference.

Another finding is that quality-focused regional retailers such as Kwik Trip, Wawa and Quik Trip have stronger connections and customer preference compared to the larger retailers with higher store counts.