



We are McCain.

Convenient Pick Me Up Most Aligns Closely with C-Store's Largest Opportunity

Convenient Pick Me Up

“Sometimes I need a moment to get away from my day. I crave a snack that can help relieve stress or cheer me up, but that I can eat while doing other things”



Snacking Makes Up 65% of the Demand Space

CPMU Consists of Three Core Subsegments



Snack 'Eat' Moment

~\$8-9B¹



Snack 'Me' Moment

~\$4-5B¹



With Meal

~\$6-8B*

65% of CPMU is PM Snacking



1. Data above sourced from BCG

Consumers are Snacking More than Ever

52% 52% of consumers say they snack at least twice per day

20% 20% of consumer report snacking more frequently than before the COVID pandemic began

35% 35% of consumers say they buy Snacks from C-Stores

46% Nearly half of consumers say they purchase a Snack and Beverage together making snacking an opportunity to build check averages





Summary

- The Convenient Pick Me Up demand spaces, and more specifically PM Snacking, is the largest opportunity for C-Stores.
- Consumers are looking for specific functional & emotional attributes when it comes to offerings in the Snack segment
- By identifying and menuing the right Snack offerings, you can capture an increased share of this import demand space.

