

predict quick trip behavior with eConvenience patterns

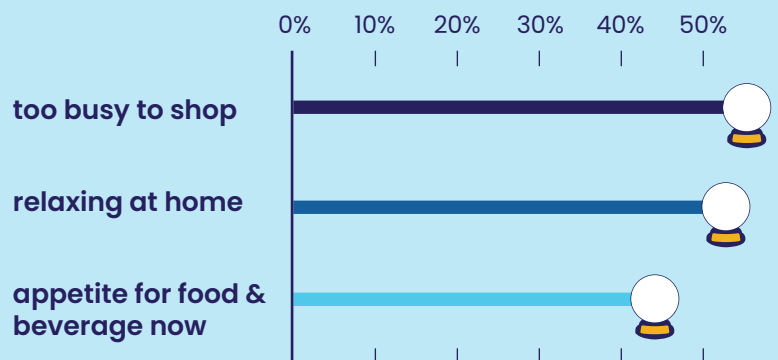
Shoppers make quick trips for the same reasons they click, which means retailers can use current eConvenience trends to power future quick trip purchases. Take food & beverage: small basket, quick delivery, and immediate consumption items are key for eConvenience, and understanding those needs will help retailers attract quick trips.



eConvenience shoppers and future quick trip shoppers have very similar profiles

Both are **on-the-go shoppers** and are **mainly millennials/Gen Z, urban, and multicultural**. To understand future quick trip trends, look to the current eConvenience shopper.

why consumers choose eConvenience*
% of responses



daypart matters to the future quick trip shopper

Make the most of the **afternoon and evening snacking** by focusing assortment on top eConvenience categories. Retailers who lean in on the right items in the future can drive conversion on quick trips.

top five current eConvenience categories:*



crackers



carbonated soft drinks



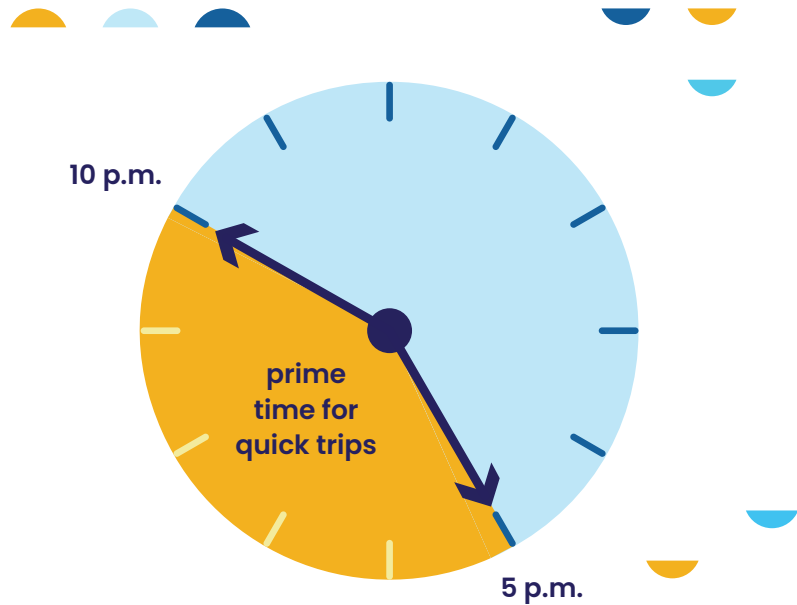
fruit juices



chips



fresh products & dairy



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The quick trip revolution has already begun, with eCommerce/eConvenience purchases happening outside of traditional retail hours and locations. Learn how to transform these trends into granular growth by figuring out the future of quick trips with pepviz. Contact us today.

Explore more quick trip content [with our animated storyscape.](#)

*PepsiCo eCommerce Insights, eConvenience Shopper Insights Survey, July 22