

ACSI® Convenience Store Study 2026

October 6, 2026



Convenience Store Satisfaction Slides as App Quality and Store Conditions Can't Keep Pace With Expanding Offerings

Customer satisfaction with the convenience store industry dips 1% to an ACSI score of 75 in 2026, even as the industry's value proposition has never been broader.

Food service now accounts for 28.5% of inside sales and 38.9% of inside gross profit. Fifteen percent of prepared-food visits involve consumers who chose the convenience store over a quick-service restaurant. Mobile order pickup, measured for the first time, debuts at 82. The offering is expanding. The experience around it is not keeping pace.

Mobile app quality drops 5%, the largest customer experience benchmark decline in the study. Layout and store cleanliness falls 3%. Staff courtesy and helpfulness edges down 1%. A new measure of bathroom cleanliness debuts at 74, among the lowest-rated benchmarks in the industry. Customers continue to reward accessible locations, convenient hours, dependable food and beverages, and fast checkout, but they are penalizing the gaps forming around those strengths.

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75 ▼ -1%

Digital capabilities have expanded across ordering, payment, loyalty, and personalization, but more capability means more surface area for friction. Consumers are making fewer, more selective trips, and the stakes on each visit continue to rise.

ACSI results are based on surveys conducted over a 12-month period ending in September 2026. ACSI scores are reported on a 0 to 100 scale.

Key Takeaways

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- Customer satisfaction with convenience stores dips 1% to an ACSI score of 75 as app quality, store cleanliness, and employee interaction weaken while food, convenience of hours, and checkout hold steady.
- Meijer rises 5% to 82, the study's largest improvement, claiming sole possession of first place. Kwik Trip drops 6% to 79 after leading the industry last year. QuikTrip (unchanged), Sheetz (down 2%), and Wawa (down 2%) form a three-way tie for second at 80.
- Mobile app quality drops 5% to 80, the largest benchmark decline, while mobile order pickup debuts at 82. Layout and store cleanliness falls 3% to 77. Cleanliness of bathrooms debuts at 74. Staff courtesy and helpfulness dips 1% to 78.
- Sheetz leads the Midwest at 83, the highest regional score in the study. Wawa leads the South (82) and Northeast (79), the only brand to top two regions. Maverik and QuikTrip tie for the top spot in the West at 78 apiece.

Study Findings

Customer satisfaction plays a pivotal role in shaping both the financial performance of individual companies and the overall strength of the U.S. economy. New findings from the American Customer Satisfaction Index (ACSI®) offer benchmark insights for the convenience store industry. In addition, the ACSI captures consumer opinions about critical elements of the customer experience, tailored specifically to the industry.

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Customer satisfaction with convenience stores edges down 1% to an ACSI score of 75, breaking the stability the industry posted across its first two years of measurement.

Meijer takes first place after a 5% improvement lifts its score to 82, the highest in the industry. Meijer Express connects fuel and convenience purchases to the retailer's broader mPerks loyalty program, allowing customers to earn and redeem rewards across groceries, merchandise, and fuel. Quick ID simplifies earning points at the pump. Continued price investment and new store openings support the brand's upward movement.

Three brands share second at 80. QuikTrip holds steady, while Sheetz and Wawa each slip 2% from 82. Both Sheetz and Wawa continue to expand beyond their established Northeast and Mid-Atlantic footprints, and the 2-point gap behind Meijer leaves room for movement in either direction.

Kwik Trip falls 6% to 79, the study's steepest decline and a sharp reversal after surging 8% to lead the industry in 2025. Murphy USA rises 1% to tie Kwik Trip.

Buc-ee's drops 3% to 77, tied with Maverik (down 1%), RaceTrac (down 1%), Pilot (debut), and Shell — which improves 3% to 77, the second-largest gain.

Casey's General Stores ticks up 1% to 76 after declining 5% last year during a significant expansion push. Speedway (7-Eleven) holds at 76.

Several large networks see satisfaction slip amid consolidation and rebranding. Cumberland Farms and Sunoco each fall 5% to 71. Love's drops 5% to 75. Chevron declines 4% to 73. 7-Eleven edges down 1% to 74, while Fas Mart debuts at 69, the lowest score in the industry.

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0-100 Scale

BRAND	2025 ACSI	2026 ACSI	% CHANGE
Convenience Stores	76	75	-1%
Meijer	78	82	5%
QuikTrip	80	80	0%
Sheetz	82	80	-2%
Wawa	82	80	-2%
Kwik Trip	84	79	-6%
Murphy USA	78	79	1%
Buc-ee's	79	77	-3%
Maverik	78	77	-1%
Pilot	NA	77	NA
RaceTrac	78	77	-1%
Shell	75	77	3%
All Others	NA	76	NA
Casey's General Store	75	76	1%
Speedway (7-Eleven)	76	76	0%
Circle K (Alimentation Couche-Tard)	76	75	-1%
Exxon Mobil	77	75	-3%
GetGo (Alimentation Couche-Tard)	76	75	-1%
Love's	79	75	-5%
7-Eleven	75	74	-1%
ampm (BP)	73	74	1%
BP	74	74	0%
Marathon	75	74	-1%
Chevron	76	73	-4%
Cumberland Farms	75	71	-5%
Quik Stop	74	71	-4%
Sunoco	75	71	-5%
Fas Mart	NA	69	NA

NA = Not Available

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Customer Satisfaction Leaders by Region

Sheetz leads the Midwest at 83, the highest regional score in the study and 3 points above its national average. After entering Michigan in 2024, the company expects nearly 20 Michigan stores by the end of 2026 and has announced plans to [enter greater Indianapolis in 2027](#), with approximately 100 Indiana stores over 10 years representing nearly \$1 billion in investment and more than 3,000 long-term jobs.

A new food preparation and distribution center in Findlay, Ohio, supports the broader Midwest footprint. Meijer and QuikTrip share second in the region at 82.

Wawa leads the South at 82, with Buc-ee’s, QuikTrip, and Sheetz at 81. In the Northeast, Wawa leads at 79 with BP, Sheetz, and Shell sharing second at 78. Wawa is the only brand leading two regions. Maverik and QuikTrip tie for the West at 78. Satisfaction among the leaders in both the West and Northeast trails well behind the Midwest and South.

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Customer Satisfaction Leaders by Region

0-100 Scale

BRAND	REGIONAL ACSI 2026
NORTHEAST	
Wawa	79
BP	78
Sheetz	78
Shell	78
MIDWEST	
Sheetz	83
Meijer	82
QuikTrip	82
SOUTH	
Wawa	82
Buc-ee’s	81
QuikTrip	81
Sheetz	81
WEST	
Maverik	78
QuikTrip	78

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Convenience Store Customer Experience Benchmarks

Convenience of store hours holds at 83 and convenience of store location improves 1% to 83, keeping these as the industry’s strongest customer experience benchmarks. Mobile order pickup, measured for the first time, debuts at 82. Speed of checkout holds at 79.

Mobile app quality drops 5% to 80, the largest benchmark decline, while app reliability dips 1% to 81. Retailers have been expanding digital capabilities across ordering, payment, loyalty, and personalization, growing the number of functions customers expect to work smoothly. Strong mobile pickup scores alongside declining app quality suggest the transaction itself works, but navigating menus, managing accounts, and redeeming offers introduces friction.

Food and beverage scores hold across the board. Cooked food quality stays at 80, quality of dispensed cold beverages remains 80, food variety holds at 79, and quality and freshness of coffee sits at 77.

Layout and store cleanliness falls 3% to 77, the second-largest benchmark decline. Staff courtesy and helpfulness dips 1% to 78. Cleanliness of bathrooms debuts at 74. The operating model continues to grow more complex as stores manage foodservice, digital orders, kiosks, and loyalty interactions alongside workforce pressures, making clean facilities and attentive service harder to maintain.

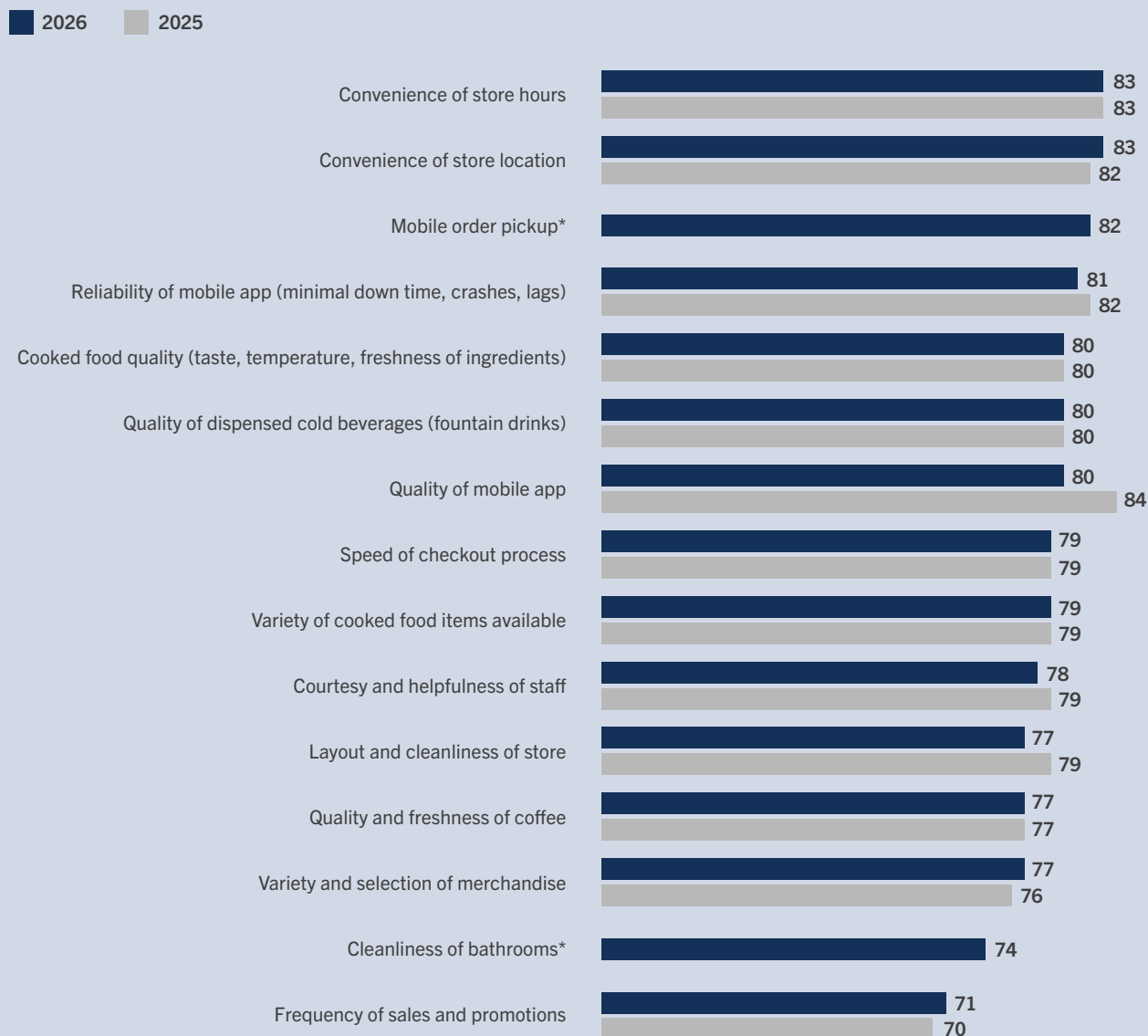
Variety and selection of merchandise improves 1% to 77, and frequency of sales and promotions edges up 1% to 71. Promotions remain the lowest-rated benchmark by a wide margin. With consumers consolidating trips and weighing each one more carefully, offers must be visible, relevant, and easy to redeem.

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Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale



*Not measured in 2025.

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Customer Satisfaction and Loyalty Rewards Programs

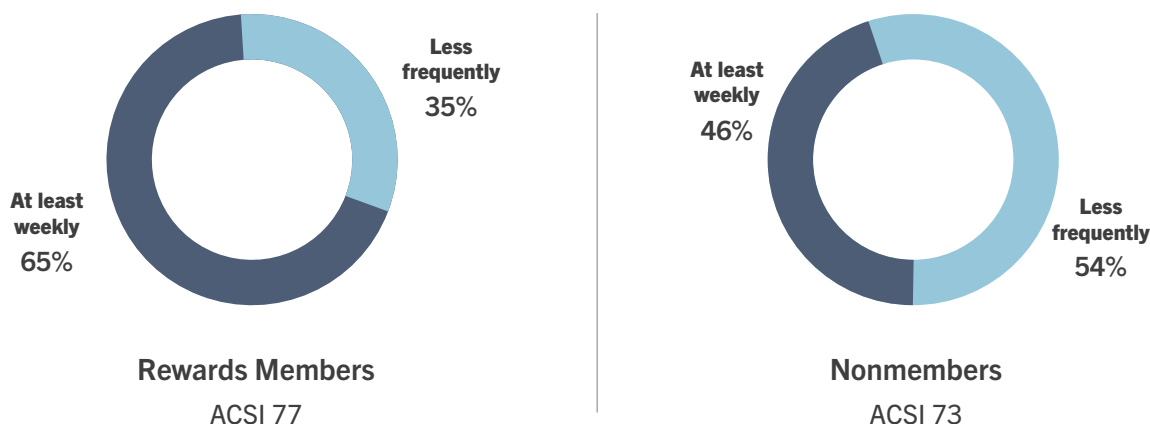
Rewards program membership continues to separate convenience store customers into distinct tiers of satisfaction and engagement. Members continue to be more satisfied with a score of 77, 4 points above nonmembers at 73. The visit frequency gap is wider still. Sixty-five percent of rewards members shop at their primary store at least weekly, compared to 46% of nonmembers.

With many of the same national brands and product categories available across stores, rewards programs offer one of the clearest ways to differentiate on value and personalization. Michigan Meijer customers, for example, saved nearly \$200 million through mPerks over the past year.

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Loyalty Program Status and Visit Frequency 2026



0-100 Scale

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Customer Experience Benchmarks by Loyalty Program Status

Across every measured customer experience benchmark, rewards members rate their convenience store experience higher than nonmembers.

Promotions show the widest split, with members rating frequency of sales and promotions at 76 compared to 68 for nonmembers. Mobile app quality (81 vs. 74) and mobile app reliability (82 vs. 76) also show large separations, consistent with the fact that rewards members interact with store apps far more frequently.

Members rate cooked food quality at 83 vs. 78 for nonmembers, and mobile order pickup at 83 vs. 78. Coffee quality splits 80 to 74.

The narrowest gaps appear in speed of checkout (81 vs. 79) and quality of cold dispensed beverages (82 vs. 79), areas where the experience should be similar regardless of loyalty status. Across the full set of benchmarks, rewards members are consistently more satisfied, and the brands making their programs easy to join, simple to use, and immediately rewarding are seeing higher frequency and satisfaction in return.

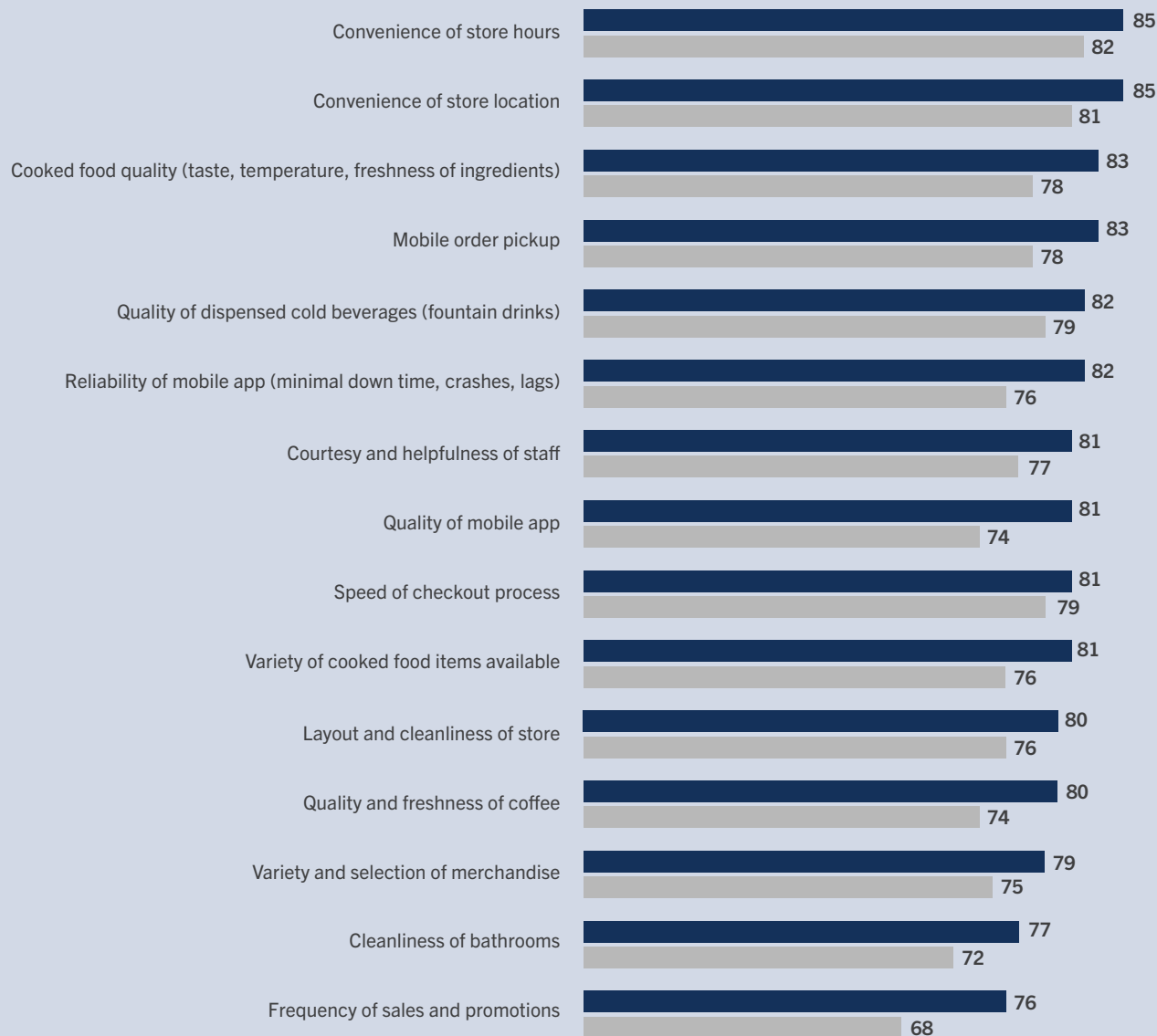
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Customer Experience Benchmarks by Loyalty Program Status 2026

0-100 Scale

■ Rewards Member ■ Nonmember



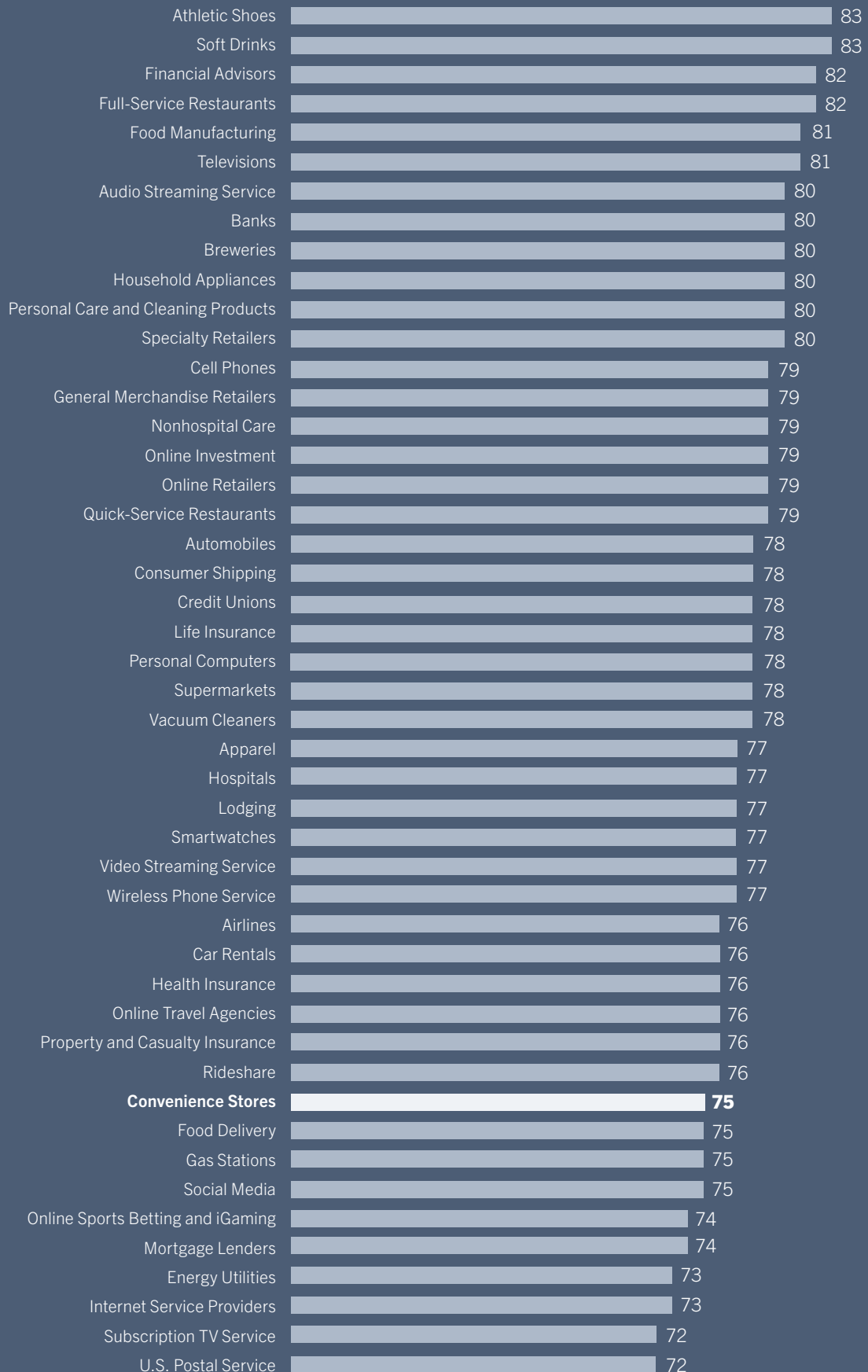
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Customer Satisfaction Benchmarks by Industry

0-100 Scale



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Methodology

The **ACSI Convenience Store Study 2026** is based on 9,475 completed surveys. Customers were chosen at random and contacted via email between October 2025 and September 2026. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other” — and thus smaller — companies.

ACSI survey data are used as inputs to the Index’s cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

About the ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator and a leading provider of customer analytics products that help organizations build lasting customer relationships and prove ROI on experience investments. ACSI’s AI-enhanced platform delivers intuitive dashboards and cause-and-effect analytics that pinpoint the quality drivers most predictive of customer allegiance, retention, price tolerance, and financial performance. ACSI data has been shown to correlate strongly with key micro and macroeconomic indicators, including consumer spending, GDP growth, earnings, and stock returns.

Founded in 1994 at the University of Michigan’s Ross School of Business, the ACSI measures customer satisfaction with more than 400 companies in over 40 industries, including federal government services, based on approximately 200,000 annual interviews.

Contact Information

For more information regarding this study, the convenience store industry, and how the ACSI can help your company harness the power of customer satisfaction to improve your bottom line, visit www.theacsi.com or contact:

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