

Consumer Drivers

What are your main reasons for purchasing food/beverages from a Micromarket instead of another venue? (Top 5 Shown)



Base: Foodservice IP 2024 Micromarkets Study; All consumer survey respondents (510)

Top segments with consumers who purchase food at least weekly:



Industry Snapshot

📍 **30,385**

Active Micromarket locations in 2022

📈 **+18%**

Growth over 2021

Automatic Merchandiser SOI 2023

Area of Opportunity

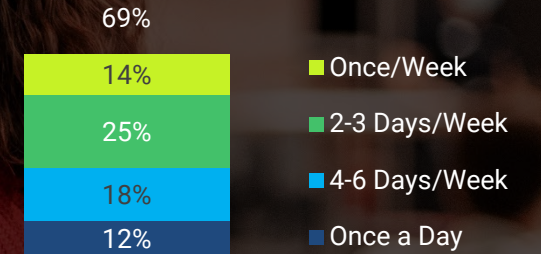
"Micromarkets are typically well-stocked/rarely "out" of items (% Agreeing)

💬 **67%**

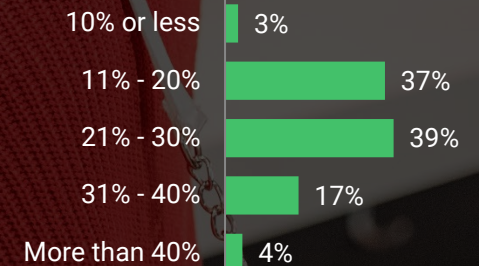
KEY INSIGHT: Optimized assortment remains an opportunity to improve patron satisfaction.

User Frequency

How often do you purchase food from a Micromarket? (% indicating at least weekly)



Micromarkets Gross Margins



Source: FSIP Operator Survey

TOP FIVE MICROMARKET ADVANTAGES:

- 1** Greater variety than traditional vending
- 2** Higher satisfaction than a bank of vending machines
- 3** Higher gross margins than traditional vending
- 4** Higher price acceptance
- 5** Patron "touch and feel"