

ACSI® Convenience Store Study 2025

October 7, 2025



Customer Satisfaction Shake-Up Among Convenience Stores as Kwik Trip Takes the Lead

Convenience stores, once associated with cheap snacks and unpleasant restrooms, were places to stop out of necessity. Nowadays, many convenience stores have evolved into much more—outlets for breakfast, lunch, and dinner; sentinels of the highway offering travelers an enjoyable stop for the essentials; and familiar outposts that serve as a valuable part of daily routines. Companies have found the in-store experience serves as an invaluable revenue driver, decreasing dependency on fuel sales.

While the industry's customer satisfaction has remained stable at an ACSI score of 76 in its second year of measurement, new leadership has emerged among convenience stores for 2025. Kwik Trip surges 8% to top the industry at 84, posting one of the highest scores among all ACSI companies and one of the biggest satisfaction improvements this year. Meanwhile, former leader Wawa holds steady at 82, now tied for second place with rival Sheetz, which enjoys a 4% ACSI gain. Rounding out the top tier, QuikTrip slides 1% to third place at 80.

CONVENIENCE STORES

76 ◀▶ 0%

The way convenience store brands interact with current customers, as well as present opportunities to win over new customers and build loyalty with those who walk through the door, has evolved as well. In today's market, digital engagement is a major factor in shaping the customer experience. Useful mobile apps are now an essential tool for convenience stores, providing notifications about exclusive sales, limited-time promotions, and personalized offers tailored to individual shopping habits. These apps also allow customers to order ahead for curbside pickup, making the process quick and efficient for those on a tight schedule. Additionally, many apps include the ability to check EV charger availability in real time, catering to the growing number of electric vehicle owners and further enhancing convenience for travelers. Rewards programs have become a cornerstone of customer retention strategies. These programs often integrate seamlessly with mobile platforms, allowing customers to track their rewards status, redeem points, and access special member-only deals with just a few taps.

Meanwhile, the in-store experience continues to be transformed. Customers are presented with a previously unthinkable number of options for food, beverages, and merchandise. Stores have expanded beyond traditional packaged snacks to offer fresh, made-to-order meals, as well as diverse beverage selections ranging from specialty coffees to craft sodas. Merchandise offerings encompass everyday essentials, travel accessories, and even local products, making convenience stores a one-stop shop for a wide variety of needs. With improved store layouts, cleaner facilities, and attentive staff, the overall atmosphere is designed to be welcoming and enjoyable, encouraging repeat visits and fostering a sense of loyalty among customers.

The 2025 results of this study identify the companies that have found the most success in presenting customers with a product offering and overall experience that maximizes satisfaction and loyalty. ACSI results are based on surveys conducted over a 12-month period ending in September 2025. ACSI scores are reported on a 0 to 100 scale.

## Key Takeaways

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- Despite some notable changes at the company level, customer satisfaction industrywide with convenience stores remains consistent at an ACSI score of 76.
- Kwik Trip jumps to the top of the leaderboard with an 8% ACSI gain to 84.
- Sheetz closes the satisfaction gap with rival Wawa and the two competitors are now tied at 82.
- Stores have leaned into their mobile app platforms as industry ratings for app reliability, app quality, and mobile order pickup all improve in 2025.
- The industry's ongoing focus on an array of made-to-order food items has proven effective as hot food quality and freshness remains one of the highest-rated aspects of the convenience store experience.
- Rewards program membership continues to play a strong role in customer satisfaction as stores seek to leverage their unique qualities to attract and maintain a loyal customer base.

## Study Findings

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks 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 the convenience store industry is steady at an ACSI score of 76 for the second straight year. Despite this consistency, the industry experiences a bit of a shake-up at the top of the ACSI leaderboard. Kwik Trip, buried behind several competitors in 2024, boasts the highest ACSI score (84) in 2025 after an 8% improvement. Like many other convenience stores, Kwik Trip deploys a food-focused model to draw in more visitors and cater to a wide range of customer preferences. Beyond that, the company's strong commitment to building a positive culture that includes an emphasis on the customer experience is paying off.

Next up are Sheetz and Wawa, two brands that are looking to spread their dedicated customer followings outside of their home territory of the Northeast and Mid-Atlantic. A 4% improvement for Sheetz results in a tie between the two rivals as Wawa's ACSI score remains unchanged at 82.

Pillars of the American interstate like QuikTrip (80), Buc-ee's (79), and Love's (79) have succeeded in consistently satisfying customers with modern convenience store features of hot food offerings, merchandise selection, and mobile apps while maintaining the fundamentals of cleanliness and convenience. Buc-ee's, in particular, has had success in making the convenience store stop a true visitor experience, far more than a simple stop for a bathroom break and snacks.

Casey's General Stores, amid a significant expansion campaign, sees satisfaction decline 5% year over year to 75. The popular Midwest chain continues to have a loyal customer base, but the satisfaction slide suggests that aggressive expansion can open companies up to a degradation of knowledgeable staff and customer service.

Looking at company-level ACSI scores overall, the 11-point gap between the highest and lowest ratings reveals a high degree of variability in the customer experience. Stores providing a broad range of quality food and beverage options in a clean and convenient setting fare well, while those presenting a more basic experience generally find themselves at the lower end of the customer satisfaction spectrum.

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### CONVENIENCE STORES

0-100 Scale

BRAND	2024 ACSI	2025 ACSI	% CHANGE
<b>Convenience Stores</b>	<b>76</b>	<b>76</b>	<b>0%</b>
Kwik Trip	78	84	8%
Sheetz	79	82	4%
Wawa	82	82	0%
QuikTrip	81	80	-1%
Buc-ee's	80	79	-1%
Love's	NA	79	NA
Maverik	NA	78	NA
Meijer	NA	78	NA
Murphy USA	80	78	-3%
RaceTrac	76	78	3%
ExxonMobil	NA	77	NA
Chevron	NA	76	NA
Circle K (Alimentation Couche-Tard)	76	76	0%
GetGo (Alimentation Couche-Tard)	NA	76	NA
Speedway (7-Eleven)	77	76	-1%
7-Eleven	75	75	0%
Casey's General Stores	79	75	-5%
Cumberland Farms	77	75	-3%
Marathon	NA	75	NA
Shell	74	75	1%
Sunoco	NA	75	NA
BP	77	74	-4%
QuikStop	NA	74	NA
ampm (BP)	NA	73	NA

NA = Not Available

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### Customer Satisfaction by Region

A breakdown of customer satisfaction at the regional level reveals a Sheetz-Wawa tie in their home market of the Northeast. In the Midwest, where ACSI scores are the highest, Kwik Trip (with a K) tops QuikTrip (with a Q) by 2 points. In the South, Wawa and Sheetz demonstrate their strength by showing up again—this time in territory they have recently expanded to—joining Texas-based Buc-ee’s for highest satisfaction. 7-Eleven and Chevron lead in the West, although satisfaction scores in this region are well below other areas.

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### CONVENIENCE STORES

#### Customer Satisfaction Leaders by Region

0-100 Scale

BRAND	REGIONAL ACSI
NORTHEAST	
Sheetz	82
Wawa	82
MIDWEST	
Kwik Trip	85
QuikTrip	83
SOUTH	
Wawa	82
Buc-ee’s	81
Sheetz	81
WEST	
7-Eleven	76
Chevron	74

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Overall, ratings of the various factors that make up the convenience store customer experience are quite stable year over year. Some of the biggest changes involve aspects related to mobile app usage. With 34% of all respondents indicating they have used the store’s mobile app (and 60% among loyalty rewards program members), mobile app quality (84), app reliability (82), and mobile order pickup effectiveness (82) all improve 3%-4% from 2024. American consumers have come to expect a mobile app accompanying nearly all of their favorite products and services. While mobile app adoption rates for convenience stores remain lower than those observed in quick-service restaurants (QSRs) or travel industries, ACSI survey results suggest that convenience store app usage is steadily increasing among customers for their primary store. Furthermore, these apps contribute positively to the overall customer experience.

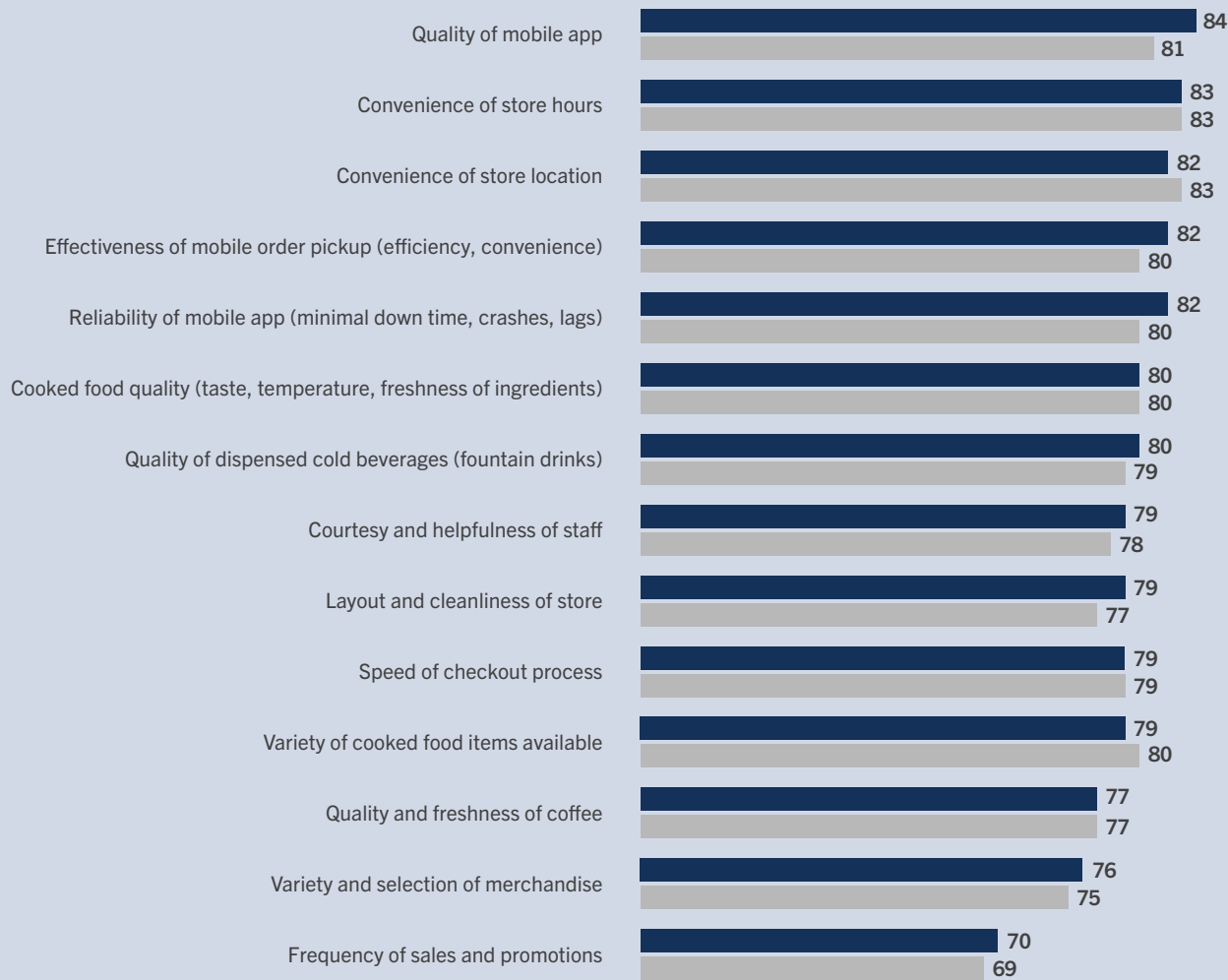
The ongoing evolution of convenience stores adding hot food options to rival QSRs continues to pay off as survey results show customers are very pleased with the hot food quality and freshness (80) delivered by convenience stores. Whether it’s a meal on-the-go heading into work, one-stop shopping off the exit during a road trip, or dinner for the family while busy with extracurricular activities, convenience stores have firmly established their place as a viable option in the food service landscape. Nevertheless, the newfound prominence in hot food service has not come at the expense of the historical fundamentals of the convenience store model. Scores for the convenience of store hours (83) and location (82) along with the quality of dispensed cold beverages (80) and speed of checkout process (79) all remain strong.

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**CONVENIENCE STORES**

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale



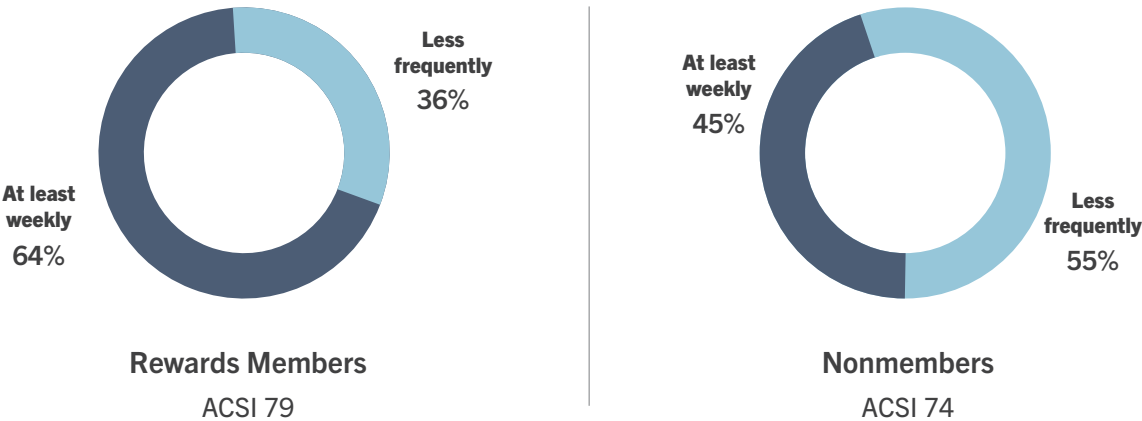
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## Customer Satisfaction and Loyalty Rewards Programs

As in many industries, a fierce battle is playing out among convenience stores for loyalty program members through the offering of valuable rewards programs. Companies that can build enticing rewards programs that capitalize on their store strengths and provide appealing offers to customers are having success not only with new customer attraction but also with the supremely important customer retention. There is a vast difference in visit frequency between rewards members (64% at least weekly) and nonmembers (45%). Likewise, rewards members continue to be much more satisfied with their store experiences overall (79) than nonmembers (74).

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**Loyalty Program Status and Visit Frequency**



0-100 Scale  
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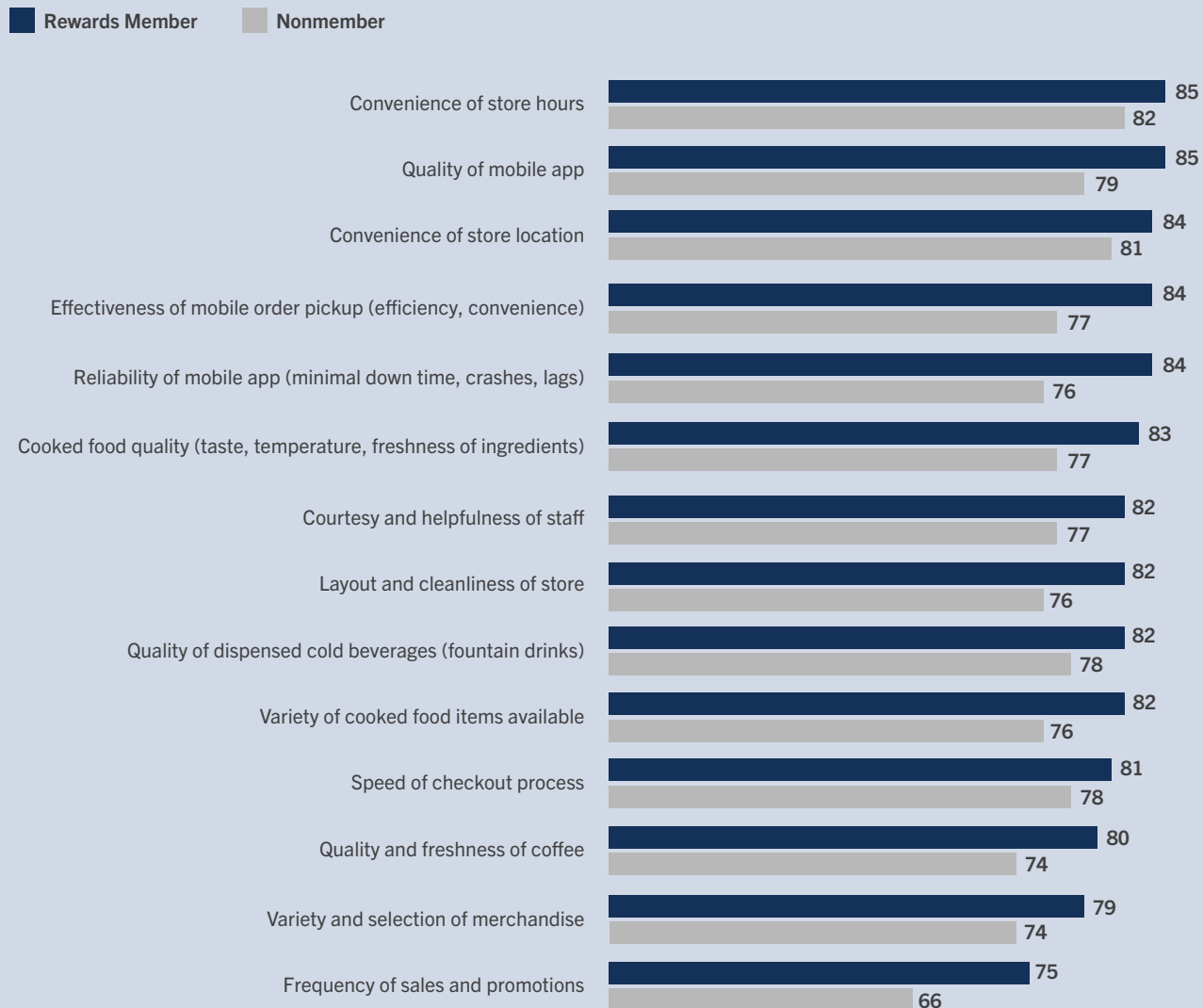
Across the entire customer experience, rewards members are far happier than nonmembers with their convenience store. For the industry overall, most customer experience metrics are 5 or more points higher for rewards members than for nonmembers, with some brands seeing even greater differences. Beyond the CX metrics, other critical aspects such as perceived value, customer retention, and the likelihood to recommend the brand to others are significantly higher among rewards members. In an industry where many of the items offered are the same, convenience stores are tasked with finding unique strengths to distinguish themselves. The brands that fully understand the most impactful aspects of their rewards programs will be best positioned to drive overall satisfaction higher and enjoy the benefits of a loyal customer base.

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### CONVENIENCE STORES

#### Customer Experience Benchmarks by Loyalty Program Status 2025

0-100 Scale



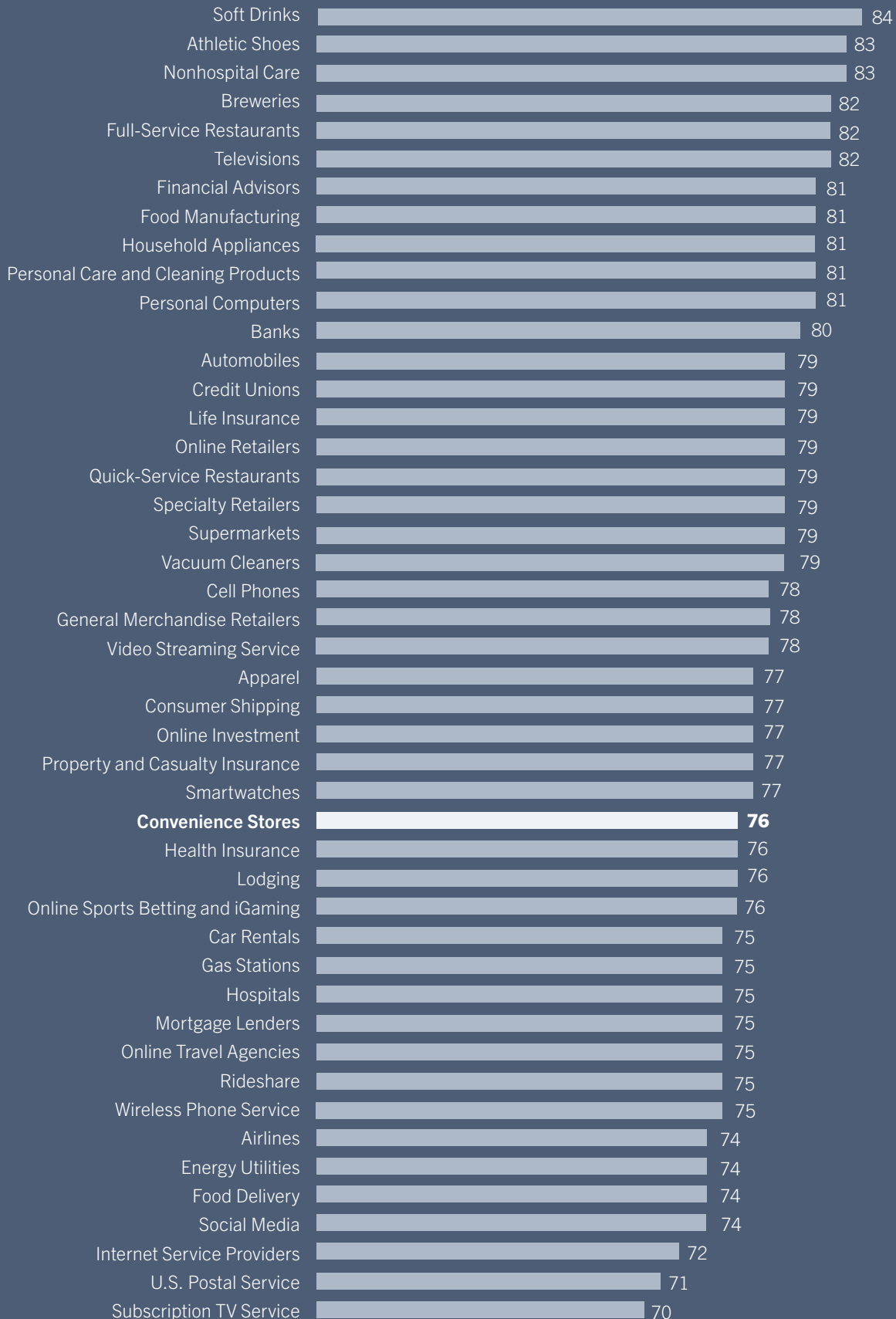
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## Customer Satisfaction Benchmarks by Industry

0-100 Scale



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## Methodology

The **ACSI Convenience Store Study 2025** is based on 8,601 completed surveys. Customers were chosen at random and contacted via email between October 2024 and September 2025. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share.

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 ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from roughly 200,000 responses annually as inputs to an econometric model for analyzing customer satisfaction with approximately 400 companies in about 40 industries and 10 economic sectors, including various services of federal and local government agencies. ACSI results are released throughout the year, with all measures reported on a scale of 0 to 100.

ACSI data have proven to be strongly related to several essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. At the macro level, customer satisfaction has been shown to be predictive of both consumer spending and GDP growth.

## 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.org](http://www.theacsi.org) or contact:

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