

Pandemic Changes Drove Consumers to One-stop Shopping

The pandemic has fundamentally changed how Americans take to the roads, and that has changed how they hit the pumps, as well. Essential employees continue to drive to work, but many consumers find themselves commuting less and limiting their daily activities. **Here's a closer look.**

U.S. consumers decreased their fuel-buying visits and became more focused on the one-stop shop last year.



Overall, fuel-buying visits dropped from an average of 4.2 per month in 2019 to 3.6 in 2020.

In that time, the average number of gallons per buyer increased slightly.



These high-volume retailers were gaining traction in the fuel market in 2019, and the pandemic helped to accelerate that trend.

These retailers captured 20% share of the U.S. fuel market in 2020, an all-time high.

Amid these changes, retailers like warehouse clubs and grocery stores saw significant fuel market share gains. Consumers not only stocked up on household items and groceries, they also purchased fuel.



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The road ahead looks different, with a new set of opportunities to engage the motor fuel consumer. The daily commute is not expected to get back to pre-pandemic levels, but the increasing popularity of road trips will help improve the number of miles driven, bringing a generally positive outlook to the fuel and automotive aftermarket in 2021.

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Nathan Shipley

Executive Director and Industry Analyst, Automotive, The NPD Group

Source: The NPD Group/Motor Fuels Index

Want more insights like this? Contact Matt Hendrick at mattew.hendrick@npd.com.

