



European Consumers' perception of forecourts convenience stores changing.

([PRWEB](#)) February 12, 2004 --Research and Markets announces the addition of this new report entitled "Opportunities in offering premium food and drink on the forecourt" to its offerings.

As emphasis moves towards the forecourt convenience-retailing sector, major change has occurred in the perception of European c-stores. The pleasant smell of hot bakeries and premium coffee are replacing fuel fumes and are convincing people to take time to relax and look at the new improved service areas. This report provides insight into how to move forward within this unique sector to 2007.

Detailed interviews with leading forecourt convenience retailers in 7 European markets, including 9 fuel retailers and 2 grocery multiples are provided and also the best selling premium products across Europe are identified.

Suggests the potential market size and differing distributions of premium shoppers, and looks at growth opportunities over the next 3-4 years

For a complete index of this report click on <http://www.researchandmarkets.com/reports/45023>.

About Research and Markets Ltd.

Research and Markets Ltd. are Europe's largest resource for market research. R&M distribute thousands of major research publications from the world's leading publishers, consultants and market analysts. R&M provide you with the latest forecasts on international and regional markets, key industries, the top companies, new products and the latest market trends.

For additional information on ResearchandMarkets.com, their range of reports or their value-added services, visit their web site at <http://www.researchandmarkets.com> or <mailto:press@researchandmarkets.com>



Contact Information

Laura Wood

RESEARCH AND MARKETS

Online Web 2.0 Version

You can read the online version of this press release [here](#).