

Here's a complete breakdown of how gasoline retailers across-the-country entered 2018, using the new OPIS RetailSuite online tool.

HOW DID PROFIT MARGINS PERFORM FOR UNLEADED REGULAR?

Region	December 2017 Margin	Change vs Dec. 2016	Percent Change
USA	22.80cts/gal	7.50cts/gal	49.0%
Great Lakes	20.70cts/gal	5.00cts/gal	31.8%
Midwest	22.20cts/gal	9.00cts/gal	68.2%
Northeast	25.80cts/gal	9.50cts/gal	58.3%
Southeast	14.60cts/gal	5.10cts/gal	53.7%
Southwest	16.60cts/gal	6.90cts/gal	71.1%
West	41.00cts/gal	10.90cts/gal	36.2%

HOW DID DEC. 2017 VOLUME CHANGE?

Region	Vs Last Year	Vs Last Month
USA	-0.2%	-0.2%
Mid-Continent	-0.7%	-0.3%
Northeast	-1.0%	0.4%
Southeast	0.3%	-0.2%
Southwest	-0.5%	-0.3%
West	0.1%	-1.3%

WHAT TRADITIONAL* BRANDS HAD THE HIGHEST MARKET SHARE?

Traditional brands' main business is selling gas, as opposed to c-store activity.

Brand	Dec. 2017 Market Share	Change vs Dec. 2016
Shell	12.51%	-1.39%
Chevron	6.10%	0.41%
Exxon	5.97%	-0.03%

WHAT CONVENIENCE STORE CHAIN HAD THE LARGEST MARKET SHARE?

Brand	Dec. 2017 Market Share	Change vs Dec. 2016
Circle K	6.29%	0.61%
Speedway	5.56%	-0.06%
7-Eleven	4.30%	0.00%

WHICH OVERALL BRANDS WERE MOST EFFICIENT (MKT SHARE/OUTLET SHARE)?

Brand	Dec. 2017 Efficiency Ratio	Change vs Dec. 2016	%Change
Buc-ees	9.39	0.65	7.44%
Wawa	5.30	-0.02	-0.38%
Quiktrip	4.60	-0.14	-2.95%

WHICH TRADITIONAL BRANDS WERE MOST EFFICIENT?

Brand	Dec. 2017 Efficiency Ratio	Change vs Dec. 2016	%Change
Mobil	1.13	-0.05	-4.24%
Chevron	1.10	0.08	7.84%
Exxon	1.08	0.05	-4.42%

WHICH BRANDS PRICED THE HIGHEST ABOVE THEIR DIRECT COMPETITION?

Brand	Dec. 2017 Price Differential	Change vs Dec. 2016	%Change
West Texas Gas	11.80cts/gal	-12.75cts/gal	-51.93%
Git-N-Go	9.23cts/gal	-2.55cts/gal	38.17%
Chevron	8.59cts/gal	-0.73cts/gal	-7.83%

WHICH TRADITIONAL BRANDS PRICED THE HIGHEST ABOVE THEIR DIRECT COMPETITION?

Brand	Dec. 2017 Price Differential	Change vs Dec. 2016	%Change
Chevron	8.59cts/gal	-0.73cts/gal	-7.83%
76	5.70cts/gal	-1.81cts/gal	-24.10%
Shell	3.70cts/gal	-1.42cts/gal	-27.73%

WHICH BRANDS WERE THE MOST AGGRESSIVE WITH HOW THEY PRICED BELOW THEIR DIRECT COMPETITION?

Brand	Dec. 2017 Price Differential	Change vs Dec. 2016	%Change
Costco	-22.84cts/gal	0.61cts/gal	-2.60%
Quik Stop	-22.33cts/gal	-0.89cts/gal	4.15%
Arco	-15.76cts/gal	-3.14 cts/gal	-16.61%

OPIS RetailSuite consists of five different tools that place over 3.5 million gasoline and diesel prices in real time for nearly 140,000 outlets in North America at your fingertips.

For a **FREE** trial or product demo:
retail.opisnet.com
 888.301.2645
energysales@opisnet.com