

## Quick Service Restaurants: Incl Impact of COVID-19 - US - April 2020

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“QSR sales will look much different than those in 2019, along with restaurant industry sales as a whole, due to the COVID-19 outbreak. However, QSRs are uniquely poised to overcome COVID-19-related economic strain and hardship due to their lower price points and continued investments in takeout, drive-thru and delivery services.”

– **Jill Failla, Foodservice Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the QSR market
- How the market will fare in the post-COVID-19 slowdown
- Drive-thrus see increased legal bans
- How Gen Zs and Millennials are driving the shift of fast food consumption to off-premise

The COVID-19 pandemic hit the restaurant industry hard, forcing restaurants to ban dine-in traffic across nearly all US states and shift toward takeout and delivery. However, QSRs are arguably in the best position to handle the sudden influx of off-premise traffic. The technology investments many operators made to improve online ordering, delivery, and drive-thru experiences pre-pandemic will be important during and after the pandemic as diners look for fast and safe meals. The segment will also benefit from its focus on value, comfort food, and consistency, areas diners are gravitating toward now, more than ever. Looking ahead, fast food operators will need to emphasize all of these factors, especially in an impending recession where budgets are tight and retail food options create stronger competition.

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