

The COVID-19 Impact on Foodservice: Operation Recovery - US - August 2020

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“The COVID-19 public health and economic crisis is creating unprecedented revenue loss for restaurants of all types, although FSRs with a dine-in focus have been the hardest hit.”

— Jill Failla, Senior Foodservice Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and dining out
- The recessionary impact on dining out
- Consumers' key barriers to dining out during the pandemic
- How operators can make consumers feel better about dining out

The restaurant industry faces a steep uphill climb to recovery, as most consumers still do not feel comfortable dining inside restaurants in the latter half of 2020. Operators must make major creative pivots to meet consumers' drastically different needs during the pandemic, including improving safety measures for dine-in service, investing in takeout and delivery services and even selling products that aren't traditionally on the menu, such as meal kits and masks. The recession will further hinder restaurant recovery, as consumers seek value-driven meal options.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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