

Full-service Restaurants - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the full-service restaurant market.
- How a recession will impact consumer spending at full-service restaurants and how soon the market is expected to recover to prepandemic levels.
- The importance of full-service restaurants investing in off-premise offerings (eg ghost kitchens, takeout/delivery, meal kits, drive-thrus, etc) and off-peak occasions to maintain relevancy during the pandemic and beyond.
- The biggest motivators and barriers impacting consumer behavior at full-service restaurants as well as the biggest opportunities for driving future visitation.



"Full-service restaurants are certainly feeling the effects of COVID-19 more intensely than their limited-service counterparts, but that does not mean they're down for the count. Current full-service patrons are highly engaged meaning operators have a prime opportunity to reach them with exciting on- and off-premise experiences."

– Emma Allmann, Junior Analyst

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