

Foodservice Loyalty: Incl Impact of COVID-19 - US - June 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on foodservice loyalty and foodservice overall
- How restaurants will fare in a recession
- How loyal restaurant consumers are helping restaurants during the pandemic
- How to appeal to loyal restaurant consumers and build loyalty

Despite cautious re-opening, the restaurant business continues to be crippled by the ongoing COVID-19 crisis. Diner loyalty is more important now than ever. Loyal restaurant customers – or those who typically purchase from a preferred restaurant multiple times a month, at minimum – are more likely to order restaurant takeout and delivery and to increase their usage of these services during the pandemic. They want to continue enjoying their favorite foods and beverages as well as support their favorite restaurants during hardship. Nevertheless, there are still some loyal restaurant customers who are deprioritizing restaurant purchases during this public health crisis and ensuing recession. Restaurants will need to focus on engaging and appealing to their loyal customers in order to weather this storm, using digital marketing and community engagement alongside innovation such as subscription services and meal kits.



“Restaurant business is severely negatively impacted by the ongoing COVID-19 crisis, and while restaurant loyalty won’t be enough on its own to keep restaurants in business, companies will still need to strategically leverage existing loyal customers to help grow now-essential off-premise business as well as refill their dining rooms in 2020 and beyond.”

- Jill Failla, Senior Foodservice Analyst

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