

# Multicultural Young Adults and Foodservice: Incl Impact of COVID-19 - US - October 2020

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## This report looks at the following areas:

- The impact of COVID-19 on multicultural young adults and the foodservice industry.
- How the recession will impact multicultural young adults and their spending on foodservice.
- How multicultural young adult diners feel about foodservice providers from a health perspective and their demands for those providers.
- The types of restaurants that multicultural young adult diners anticipate visiting throughout and after the pandemic.



“The COVID-19 pandemic has had an outsized effect on multicultural young adult populations, both economically and from a health standpoint. This has affected how they judge foodservice providers, and to even be in contention for their dollars, the baseline requirements for restaurants are to keep customers safe and provide economic value.

– **Mike Gallinari, Travel & Leisure Analyst**

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- QSRs, takeout and delivery more important for multicultural segments
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