

# Quick Service Restaurants - US - March 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the QSR market.
- What the future of the pandemic and recessionary recovery holds for QSRs and their competitors.
- How QSRs must retain their competitive advantages around speed, convenience and affordability.
- Considerations to be made regarding fast food brand ethics.



"Quick service restaurants stood to benefit the most from the COVID-19 crisis thanks to their affordability and their longstanding investments in drive-thru, takeout and delivery. They're also viewed as the safest and most convenient meal solution for many American families right now and for the foreseeable future."

– Jill Failla, Senior  
Foodservice Analyst

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### MARKET SIZE AND FORECAST

- **LSRs set for quick 2021 recovery from COVID-19 sales losses**

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