

Foodservice Loyalty - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Consumers' understanding of loyalty and value in foodservice
- Loyalty program features that consumers care about
- Strategies to make program members feel valued and exclusive

85% of consumers say that they are loyal to a restaurant, and two thirds of those are already part of a restaurant's loyalty or subscription program. Program member or not, consumers' core needs when dining out remain the same: they pay the most attention to food quality and prices. These two considerations inform consumers' sense of loyalty and value-for-money in foodservice, and they cannot be replaced by loyalty program rewards. However, loyalty and subscription programs have a direct impact on how frequently consumers dine out and how much they spend.

In times of inflation or other financial stress, dining out is one of the top activities consumers cut back on. Loyalty deals can help consumers continue to fit dining out into their budgets, delivering cost savings, convenience and a sense of exclusivity and entertainment.

A dynamic and robust loyalty program can make consumers feel valued, well-catered to and connected to the brand. By meaningfully and frequently engaging consumers outside of dining occasions, operators can retain loyal customers for longer.



"Amidst the noise of a multitude of loyalty and subscription programs in the foodservice market, one obvious concept bears repeating – foodservice loyalty cannot exist without providing high-quality food/ beverages and service, and it will not sustain without meaningfully engaging loyal consumers."

- Varchasvi, Analyst, US
Foodservice and Mintel Menu Insights

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