

The Future of Foodservice: 2021: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the foodservice industry
- The recessionary impact on the foodservice industry
- Consumers' attitudes toward dining out and foodservice in 2021
- How restaurants can survive another troubled year ahead with off-premise innovation

Many Americans traded from restaurants to retailers for their food and beverage needs during the COVID-19 crisis; as the consequent recession continues, retailers remain a fierce competitor and barrier to restaurants' recovery in 2021. Limited-service restaurants will recover much faster than their full-service counterparts due to their affordability and off-premise convenience. Restaurants of all types must find new and exciting ways to engage consumers at home and improve their value perceptions in 2021 in order to survive the rocky road to recovery.



"The US foodservice industry saw unprecedented challenges in 2020. These challenges will continue to plague restaurants in 2021, especially full-service ones, delaying a full sales recovery until 2023. To survive the ongoing crisis, restaurants must become off-premise business experts, engaging consumers in new and exciting ways at home, all while making value a priority."

– Jill Failla, Senior

Foodservice Analyst
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- Save the planet

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