

# Dining Out: Incl Impact of COVID-19 - Canada - July 2020

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## This report looks at the following areas:

Consumers have always looked to restaurants as a way to get away from everyday life and relax – and they are still in a position to do that as consumers look for reminders of simpler times. But many businesses will not survive the current conditions and those that do will need to be very strategic about how to give their customers enjoyable, stress-free experiences.

- The impact of COVID-19 on the restaurant industry.
- QSR and FSR usage, leading brands and leading decision factors when choosing a restaurant.
- Assessing QSR and FSR opportunities and vulnerabilities based on their typical daypart traffic.
- Looking ahead to understand what role technology, environmentalism and plant-based meats can play in the future of dining out.



“Two seemingly hyperbolic statements illustrate the current state of dining out: foodservice has arguably been the hardest-hit consumer industry by COVID-19 and 2020 so far has inarguably been the most challenging time in restaurant history.”

– Scott Stewart, Senior Research Analyst

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## KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Recipe Unlimited has expanded its brand portfolio**
- **FSRs are finding ways to adapt to the realities of COVID-19**
- **Third-party delivery services are making it difficult to remain profitable**
- **Lessons to be learned in how to discount prices strategically**
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