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Restaurant Scene 2022: 4 Global Trends | 30 USA Stats

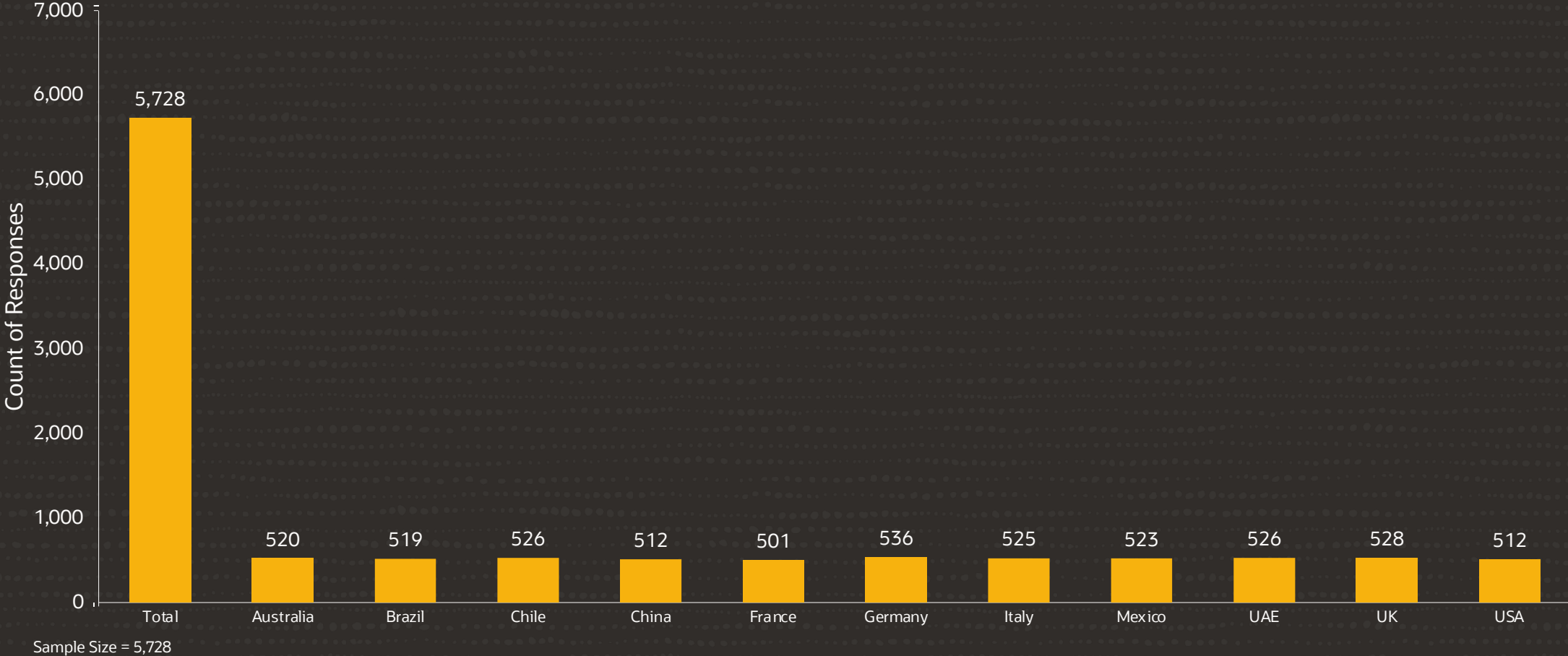
Restaurant Scene 2022: Preface

The following data is based on a global survey, commissioned by Oracle and conducted by independent research firm, Untold Insights.

The results represent the sentiments of over 5,700 consumers across 11 geographies (Australia, Brazil, Chile, China, France, Germany, Italy, Mexico, UAE, UK and US).

Our findings show optimism, openness and a rising demand for using technology throughout the food and beverage customer experience. It also illustrates the positive impact of technology-led journeys on loyalty, spend and overall influence. Finally, we see a strong correlation with transparency from restaurant brands on sustainability and environmental impact initiatives with attracting and retaining new customers.

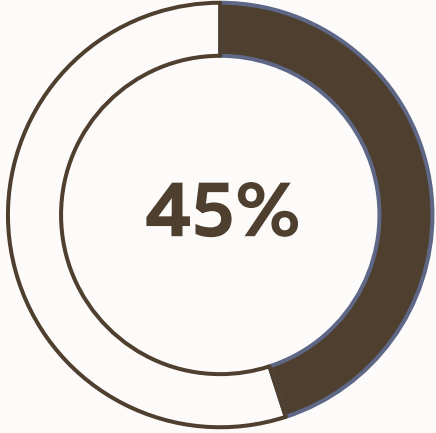
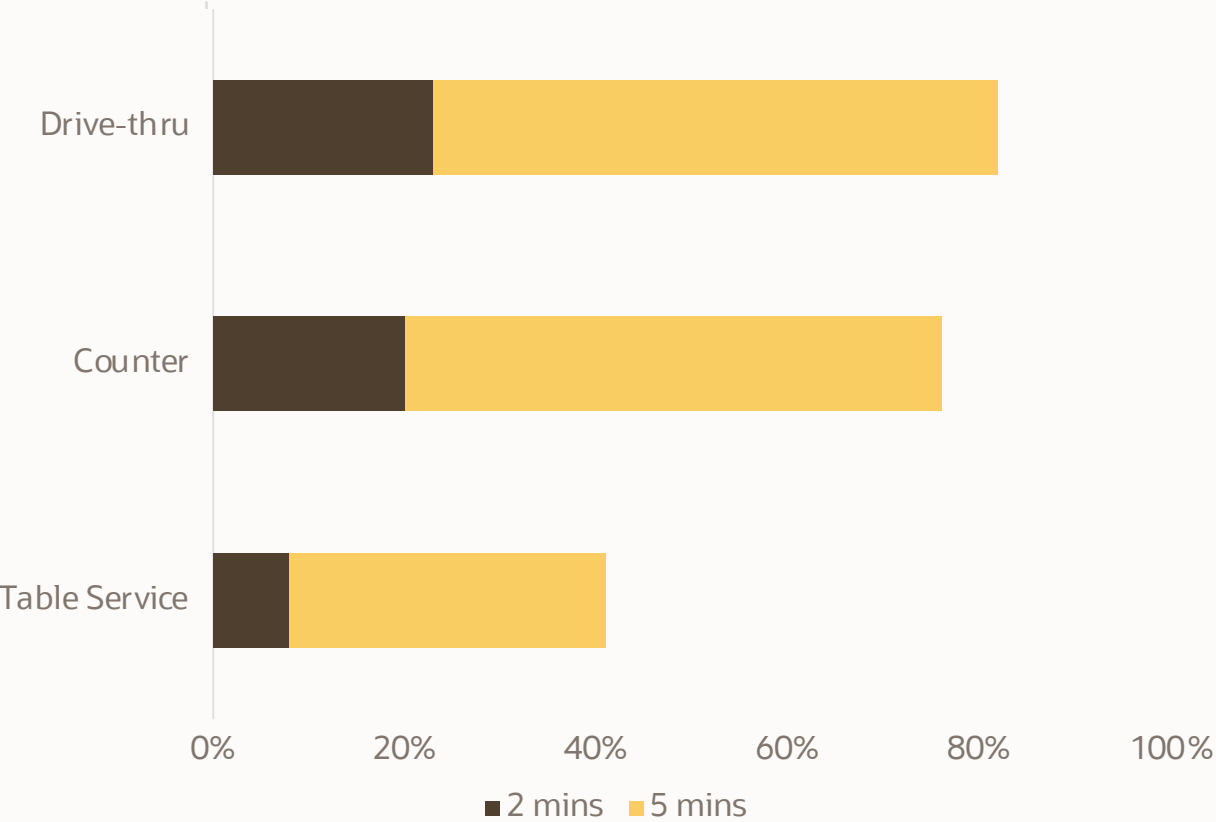
Restaurant Scene 2022: Global Study Demographics



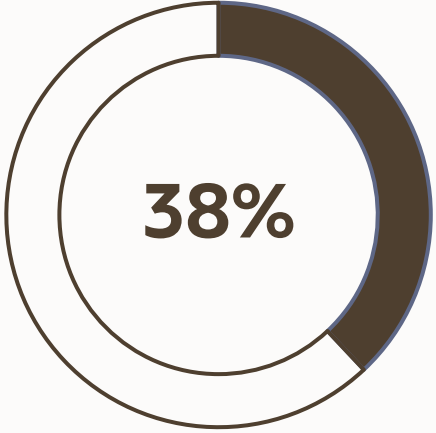
Global Trend 1: Incremental Off-premises Demand Impacting CSAT



Time before customers are annoyed waiting to order



of consumers feel **wait time is longer** when **ordering in-person**

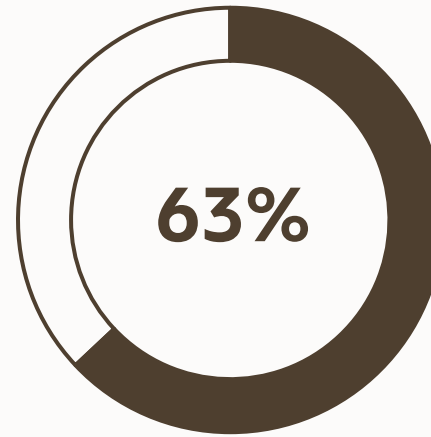
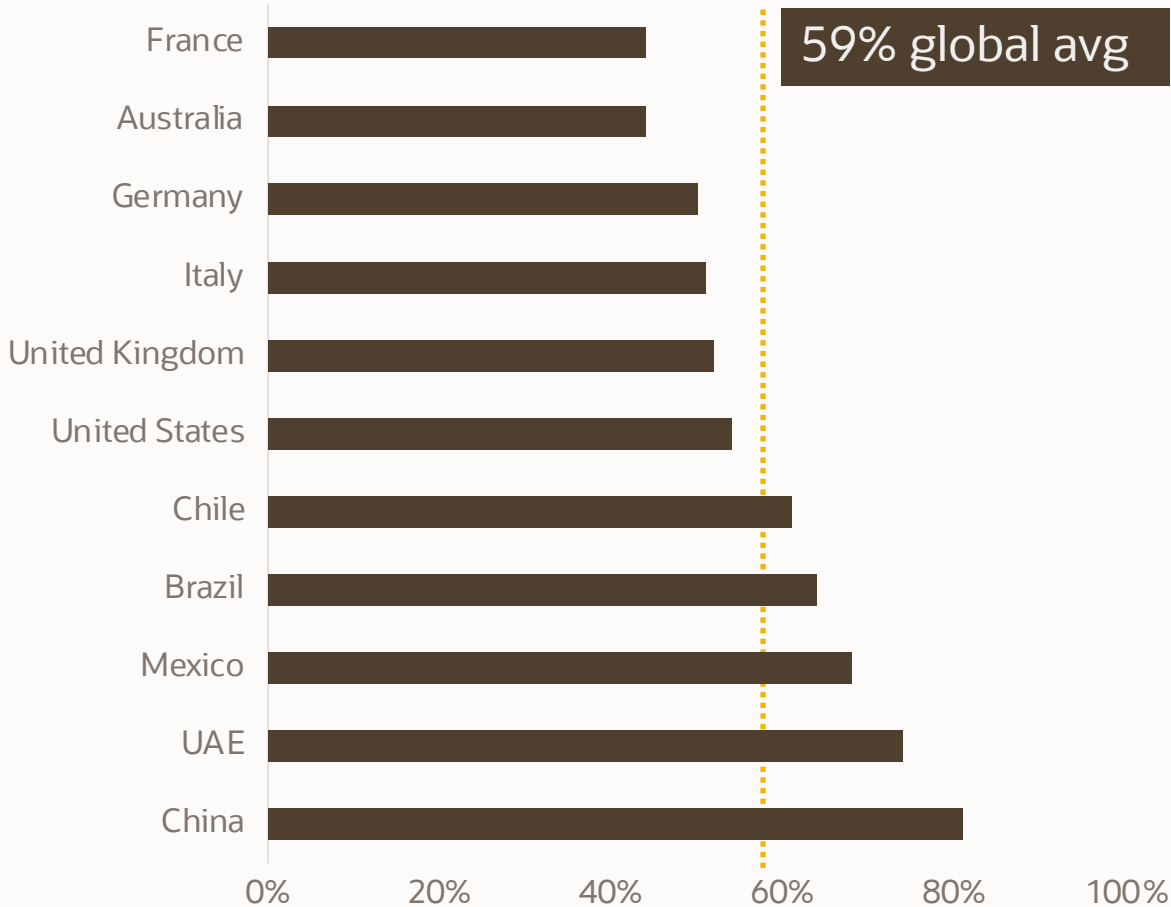


of consumers dining-in feel **deprioritized compared to online orders**

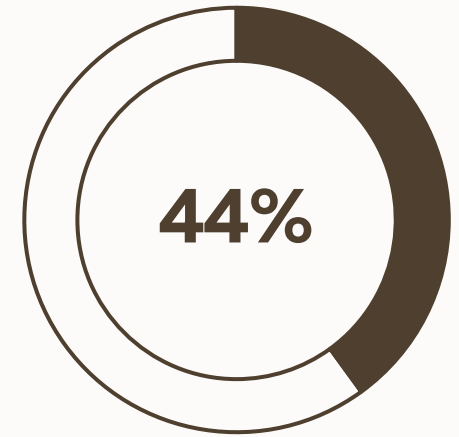


Global Trend 2: Click and Collect Positively Influences Spend and Loyalty

% who'd spend more if click and collect was available



of consumers said, "I love it & it positively impacts where I eat"



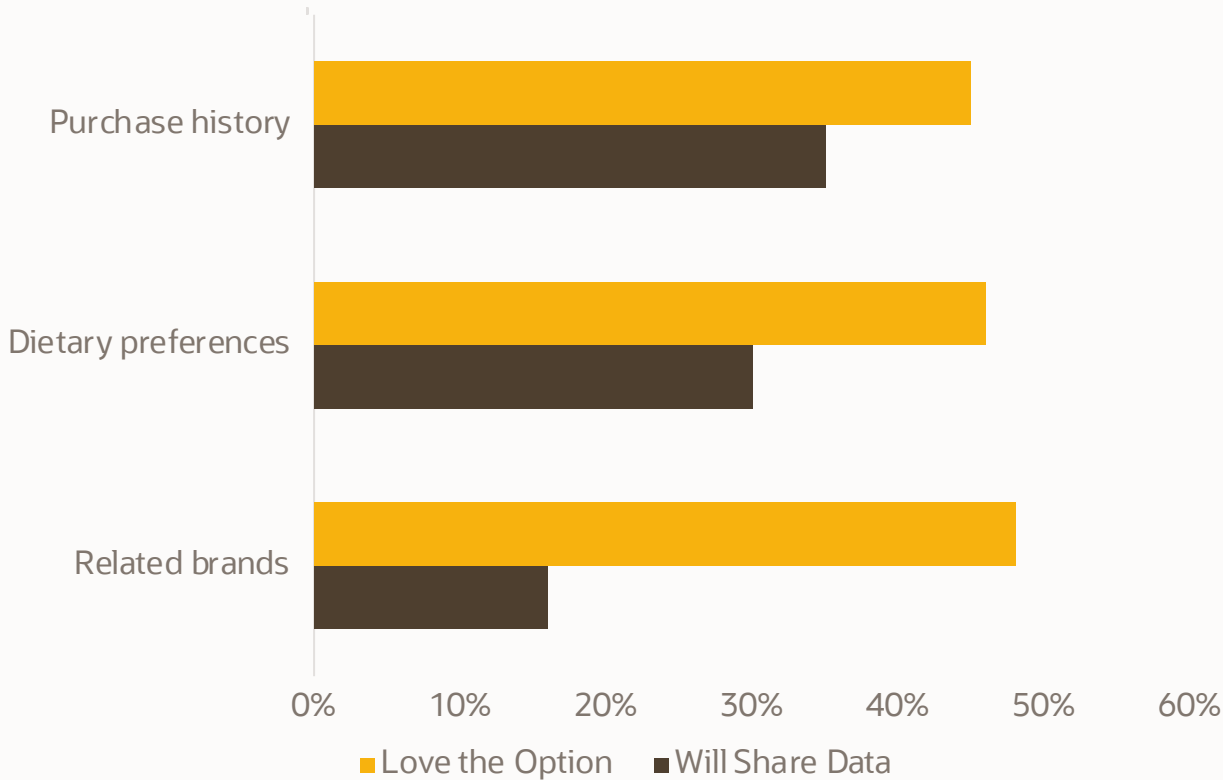
of consumers said, "it makes me more loyal"



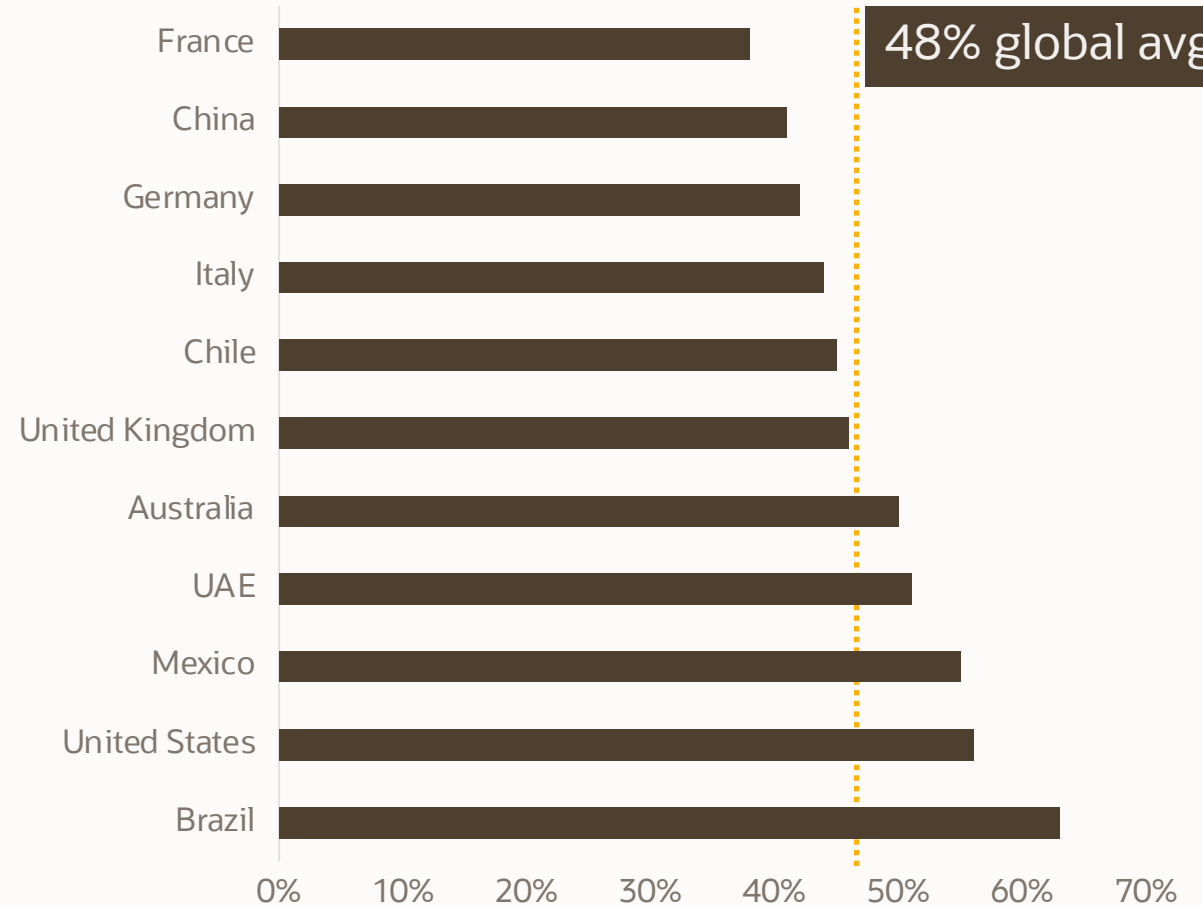
Global Trend 3: Consumers Want Data-informed Personal Offers



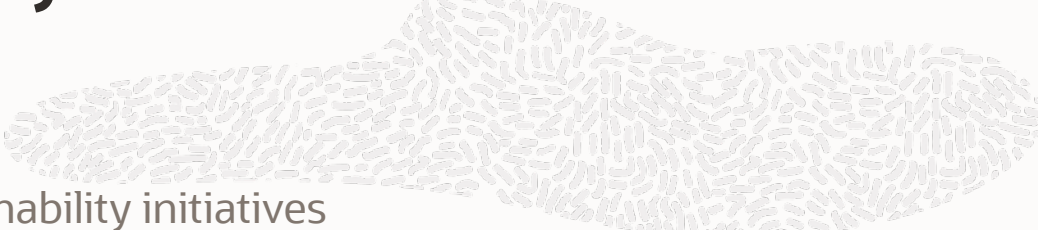
% love the idea of personal offers based on data vs. willing to share data



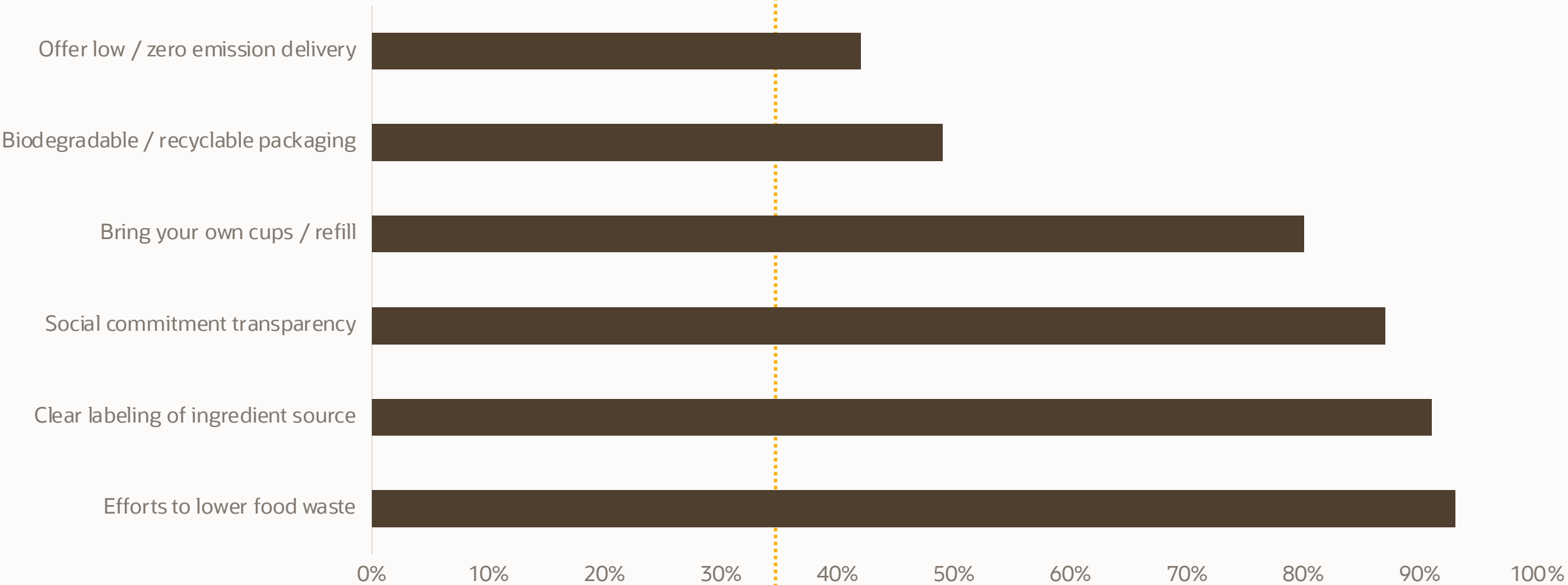
% who want visibility and control of data sharing



Global Trend 4: Environment, sustainability initiatives have significant influence



% consumers influenced by sustainability initiatives

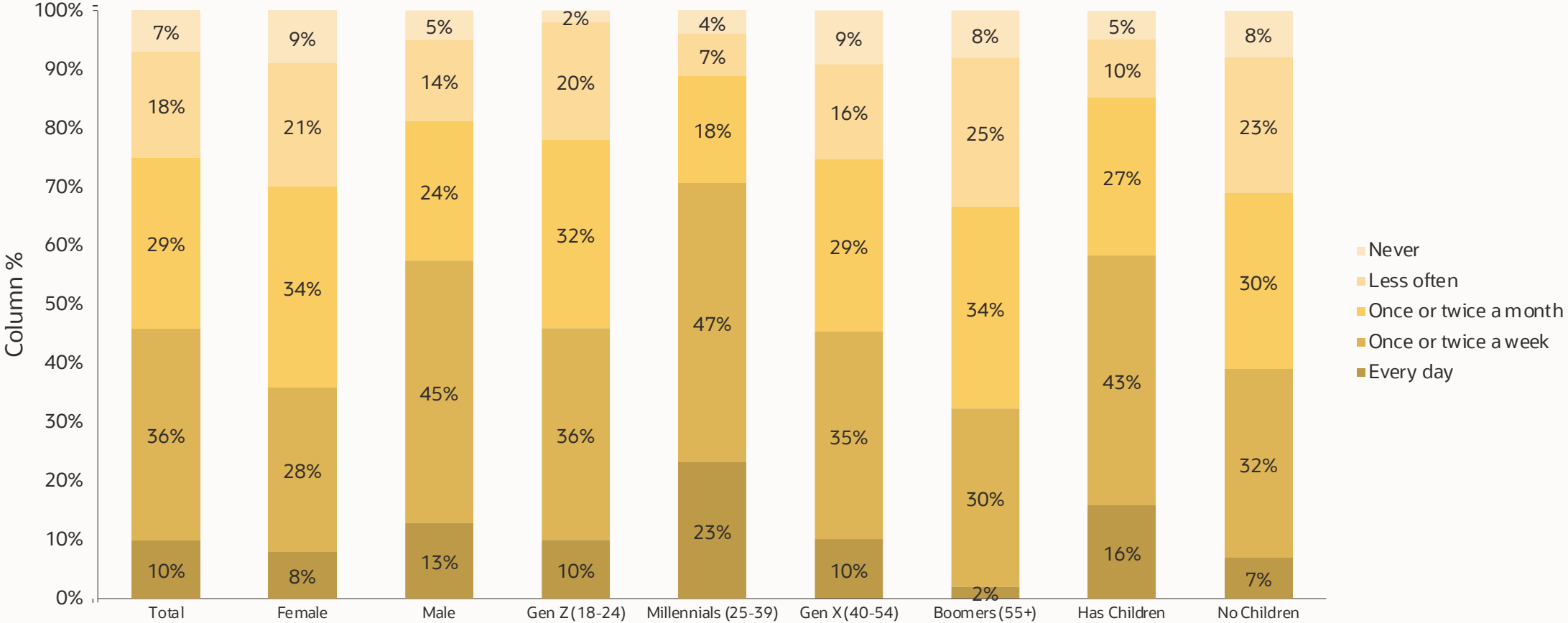
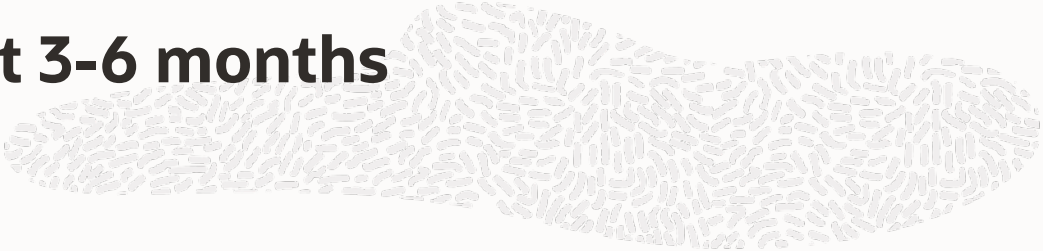


33% rated important in April 2021



30 Restaurant Consumer Trend Statistics for the United States

Consumer dine-in frequency plan for next 3-6 months

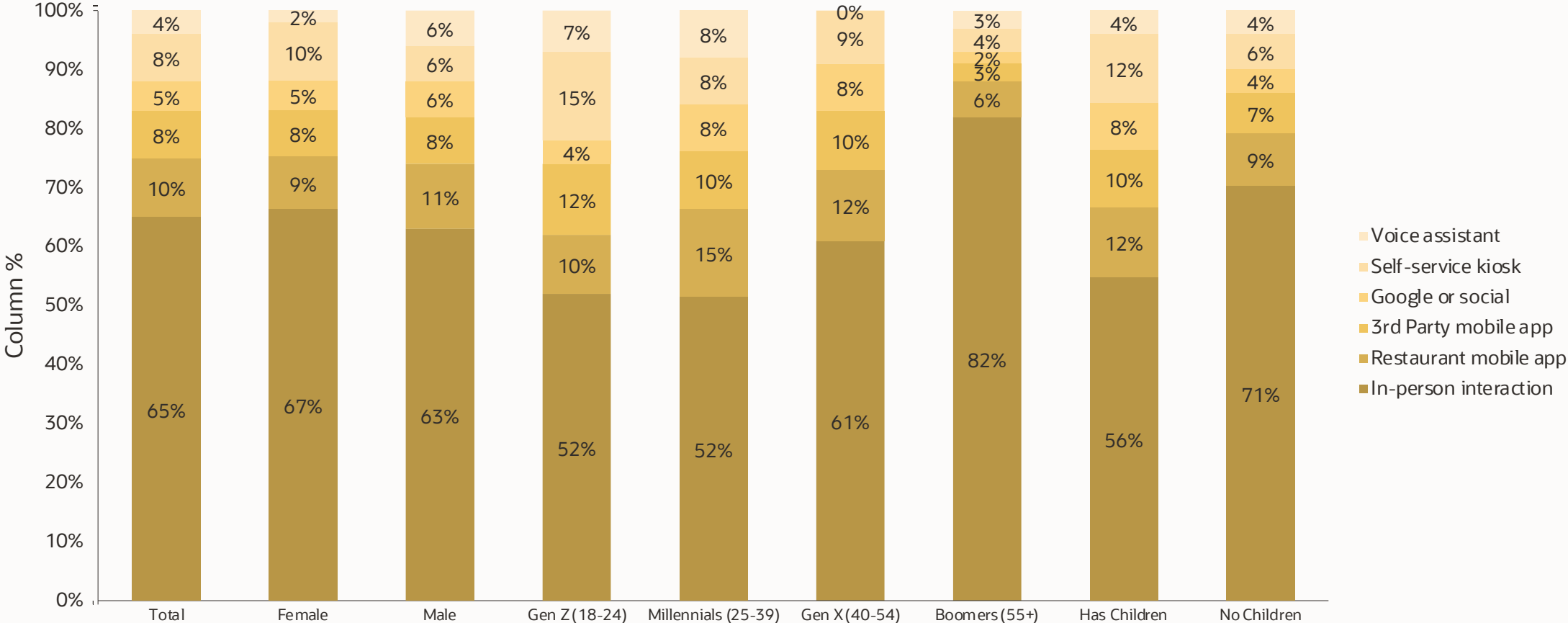
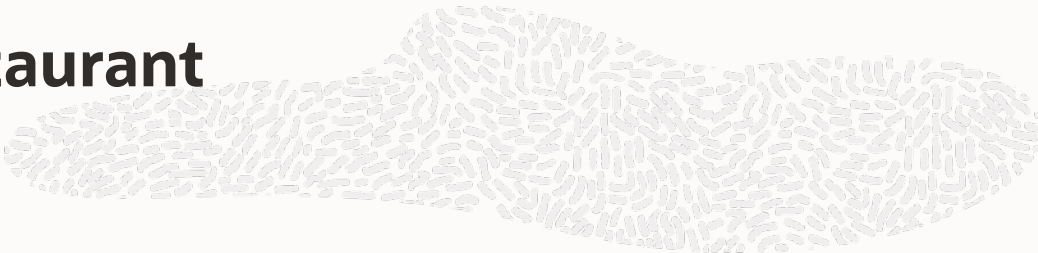


Sample Size = 512



Ordering preferences and wait tolerance

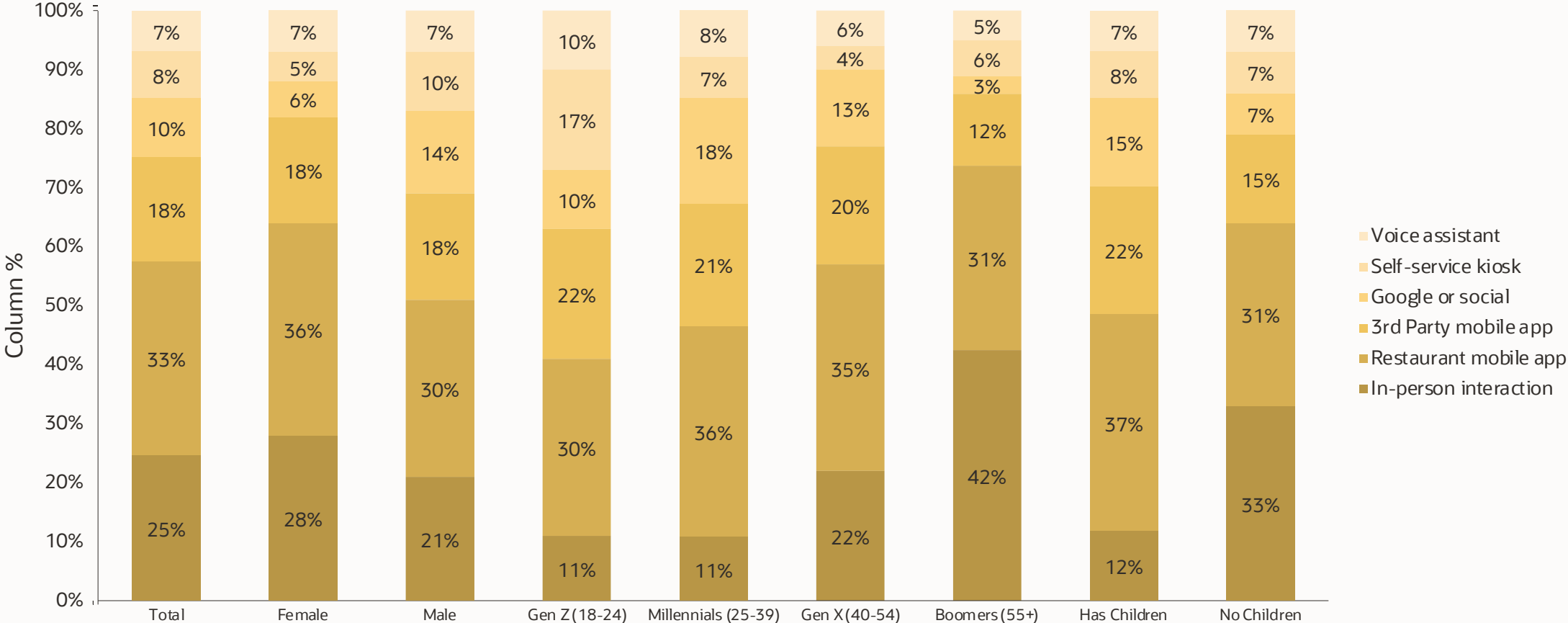
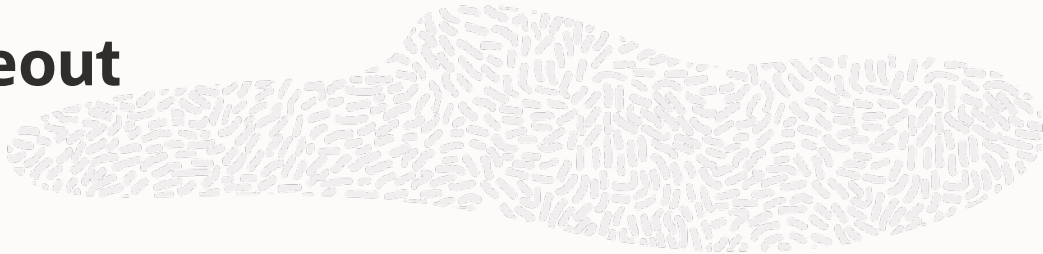
Preferred way to order, dining-in at a restaurant



Sample Size = 512



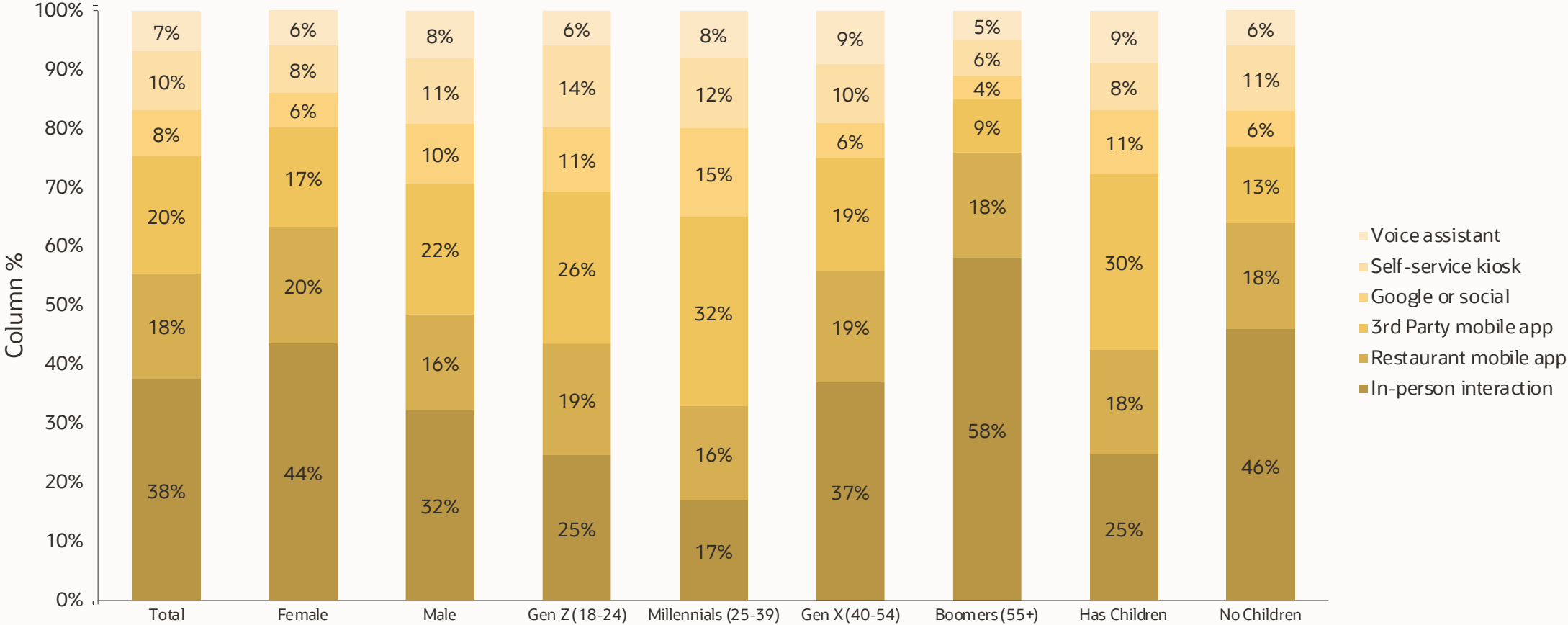
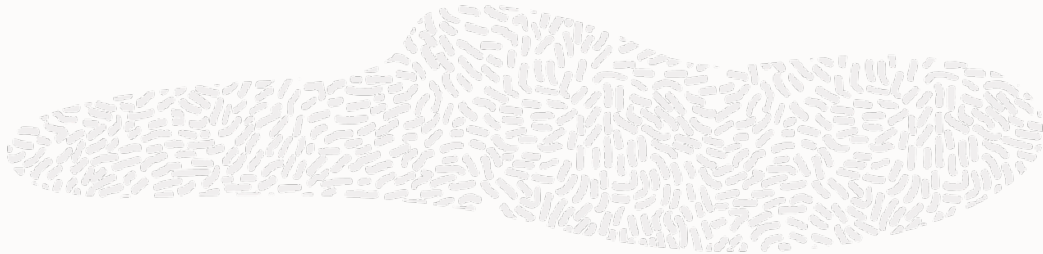
Preferred way to order, when getting takeout



Sample Size = 512



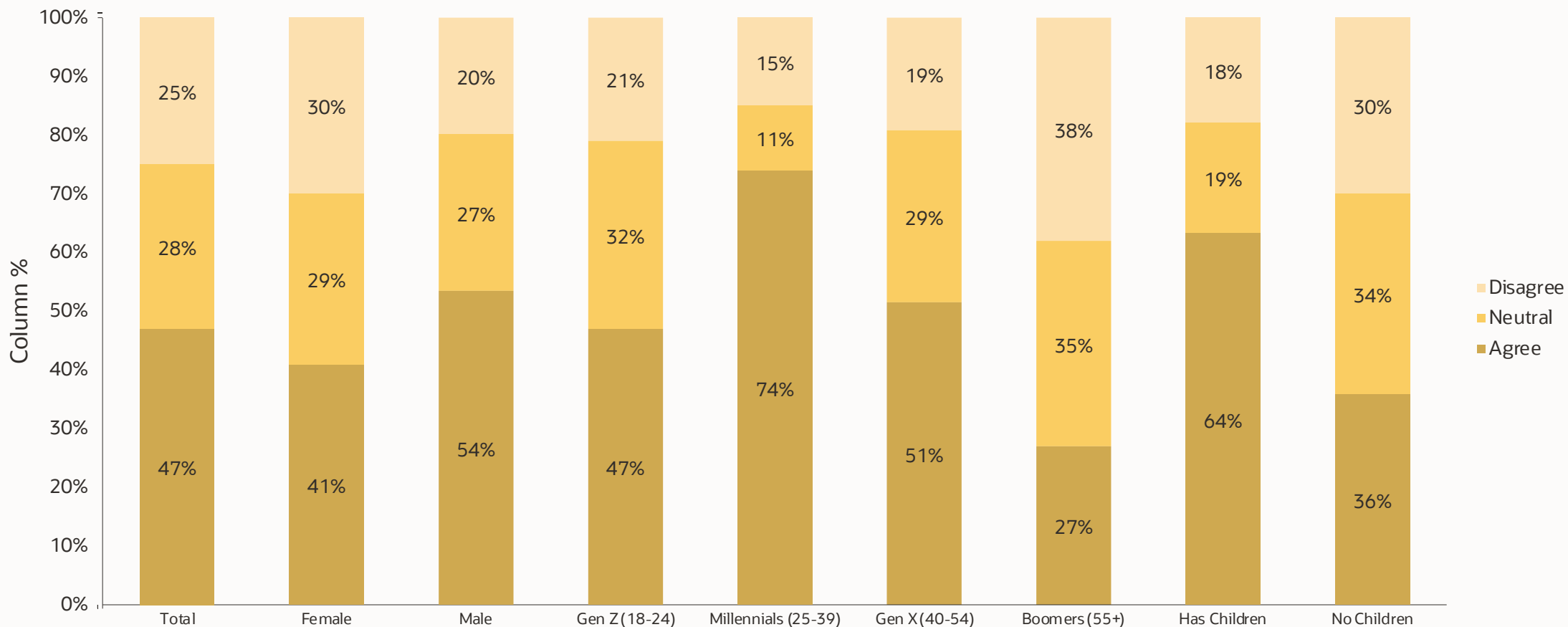
Preferred way to order, at the drive-thru



Sample Size = 512



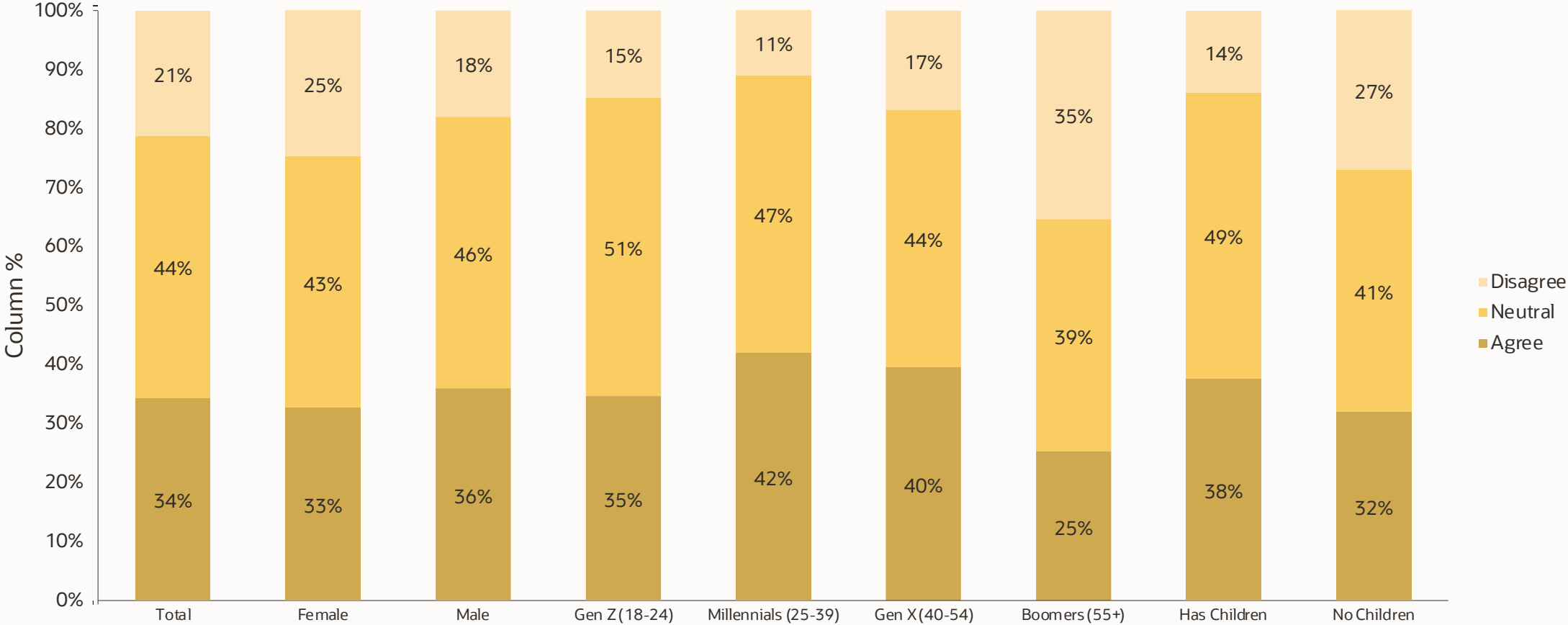
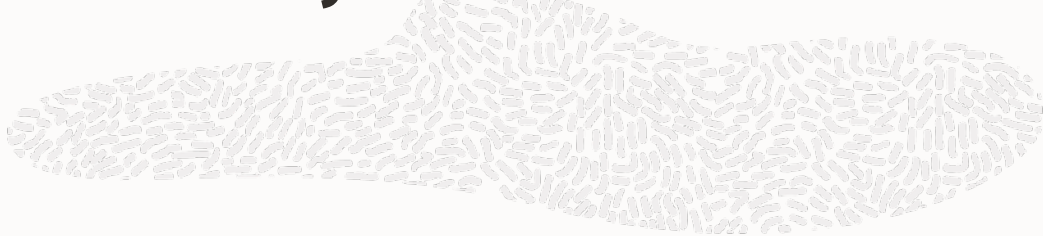
Consumer sentiment on whether in-person orders take significantly longer than order-ahead and drive-thru customers



Sample Size = 512



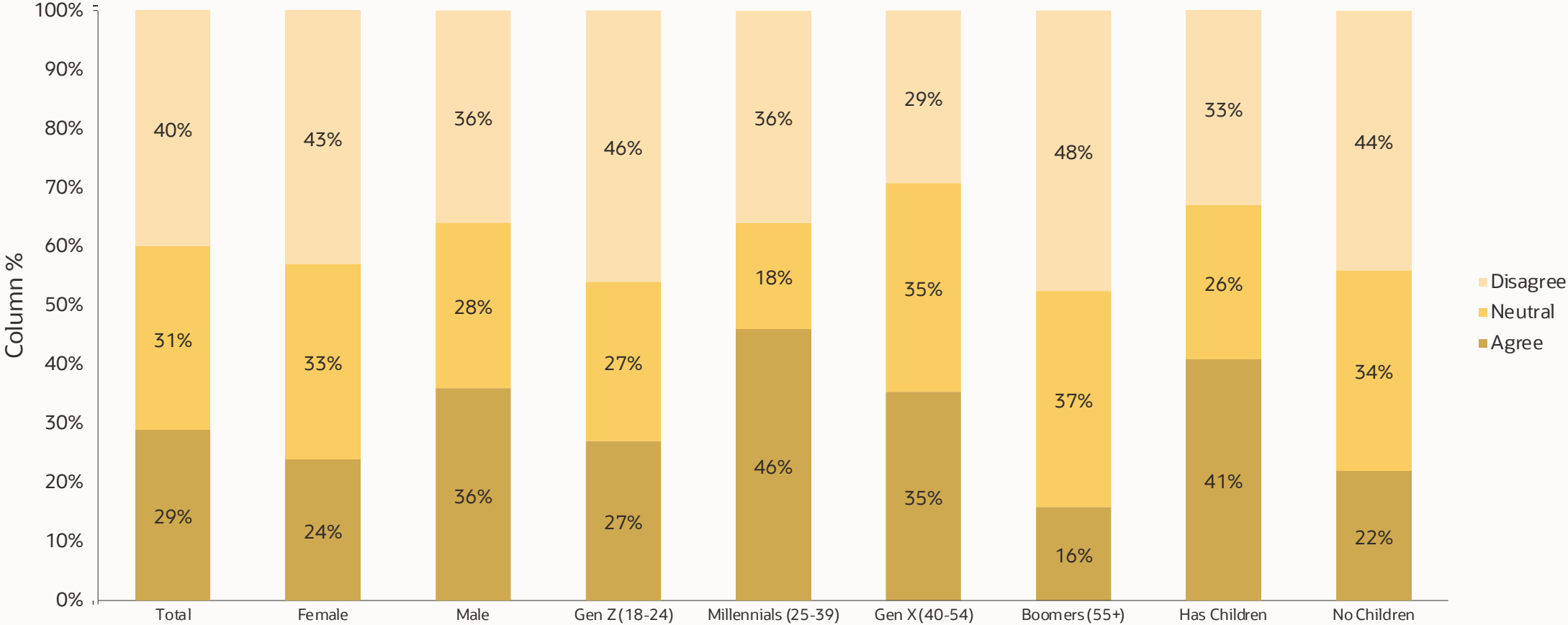
Consumer sentiment on whether online and delivery orders are prioritized over in-person customers



Sample Size = 512



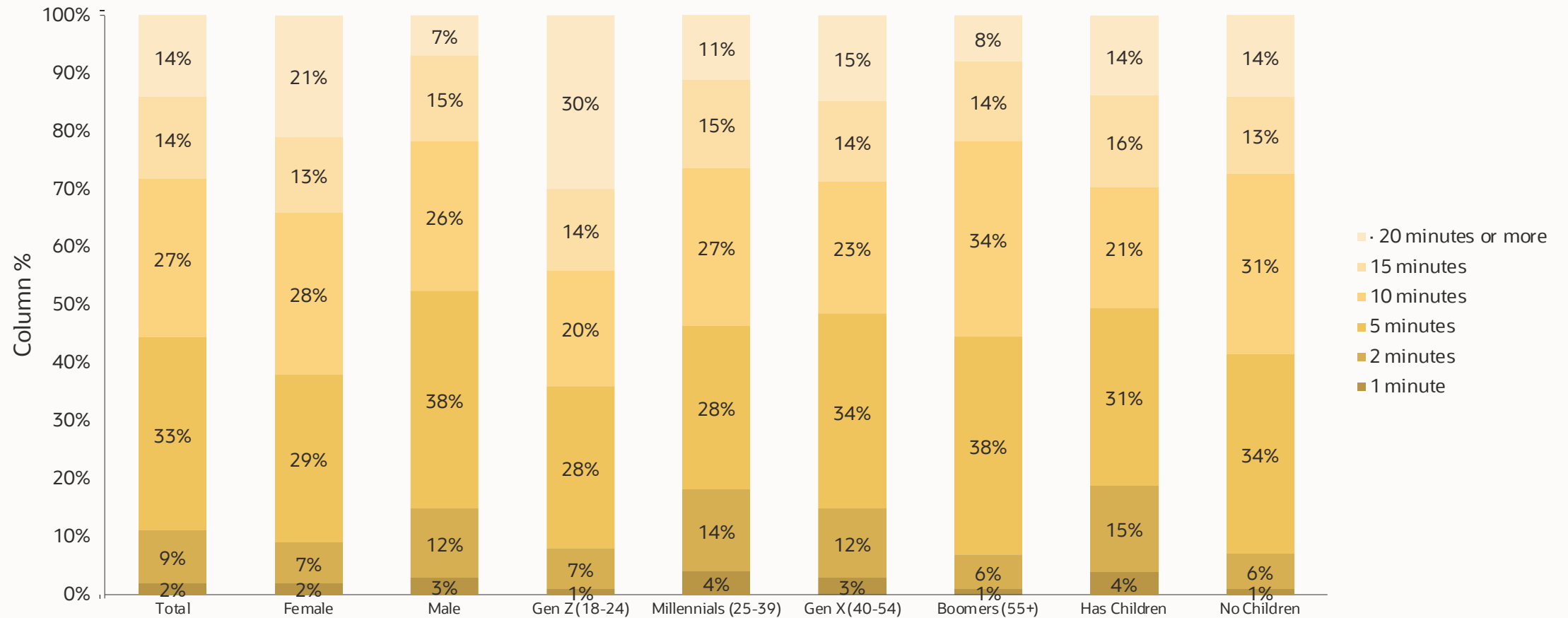
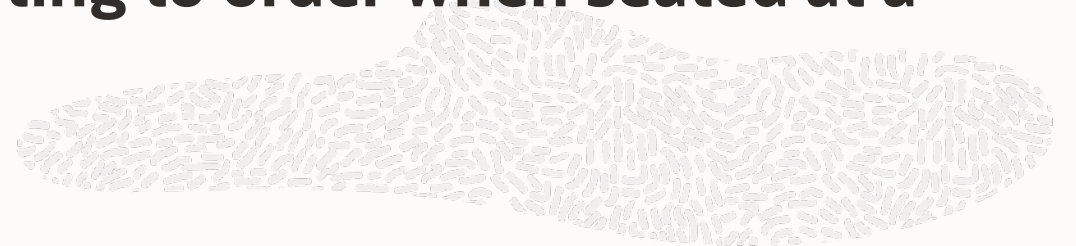
Consumer sentiment on the restaurant atmosphere impact of delivery riders and drivers picking up orders



Sample Size = 512



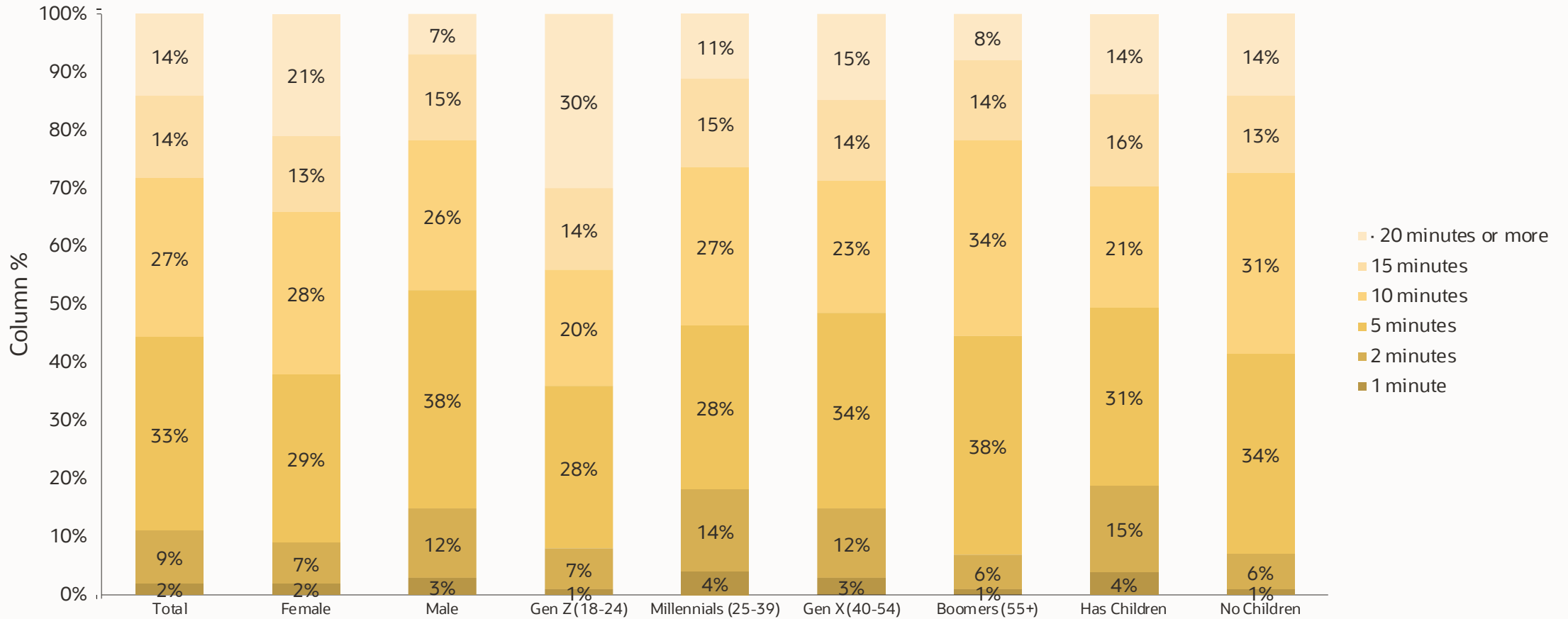
Time before consumers are annoyed, waiting to order when seated at a table in a restaurant



Sample Size = 512



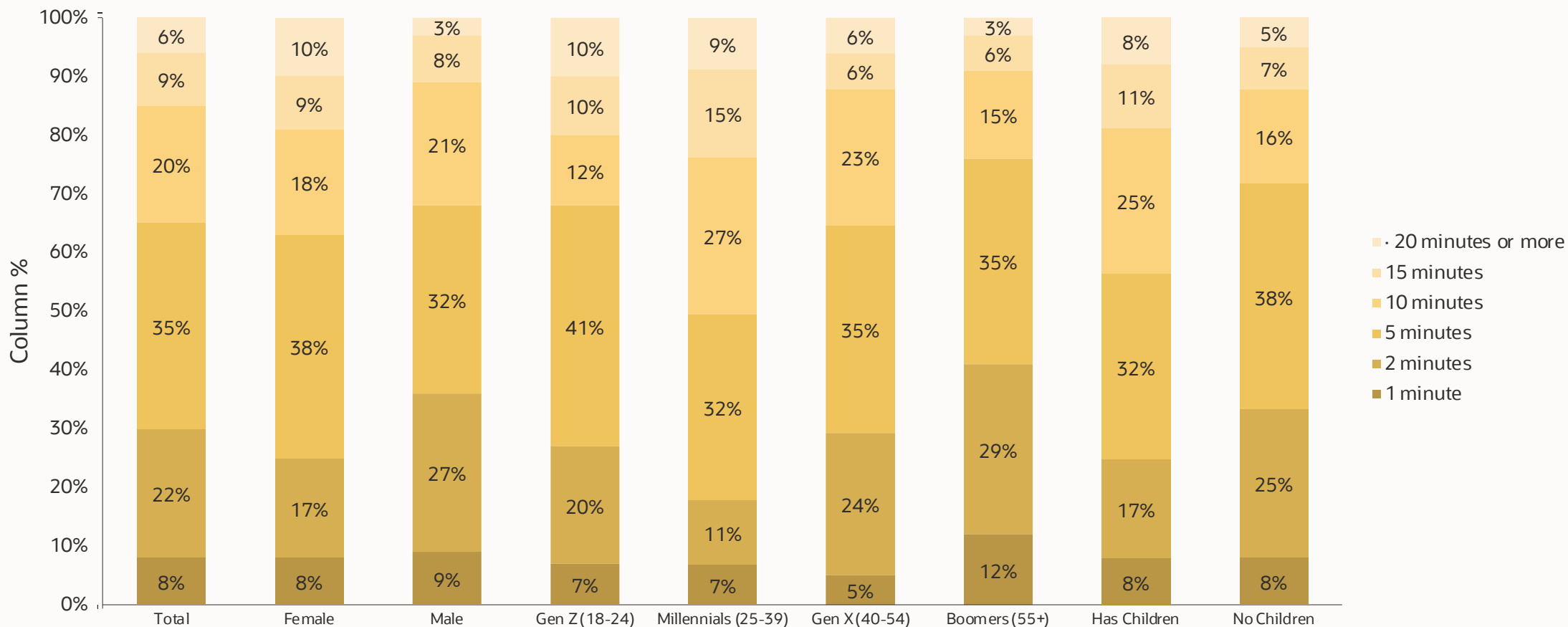
Time before consumers are annoyed, waiting to order when ordering at a counter



Sample Size = 512



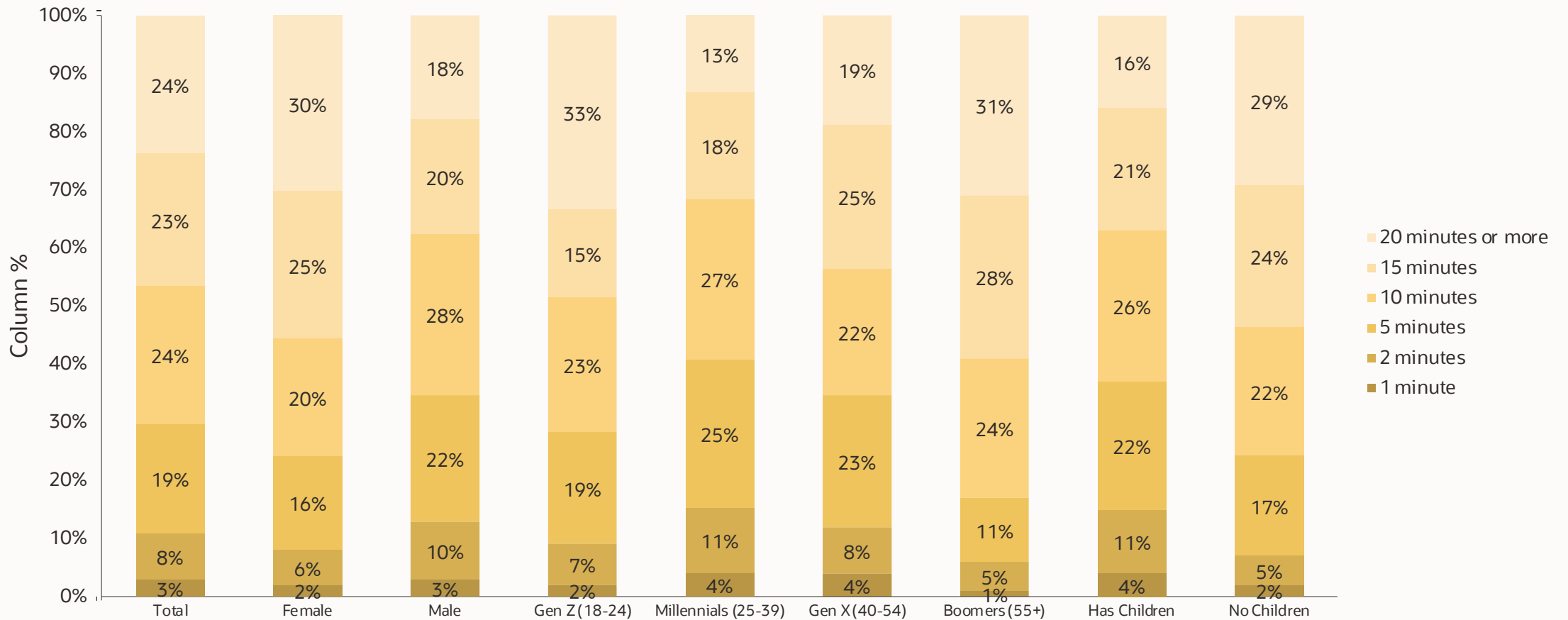
Time before consumers are annoyed, waiting to order when ordering in a drive-thru



Sample Size = 512



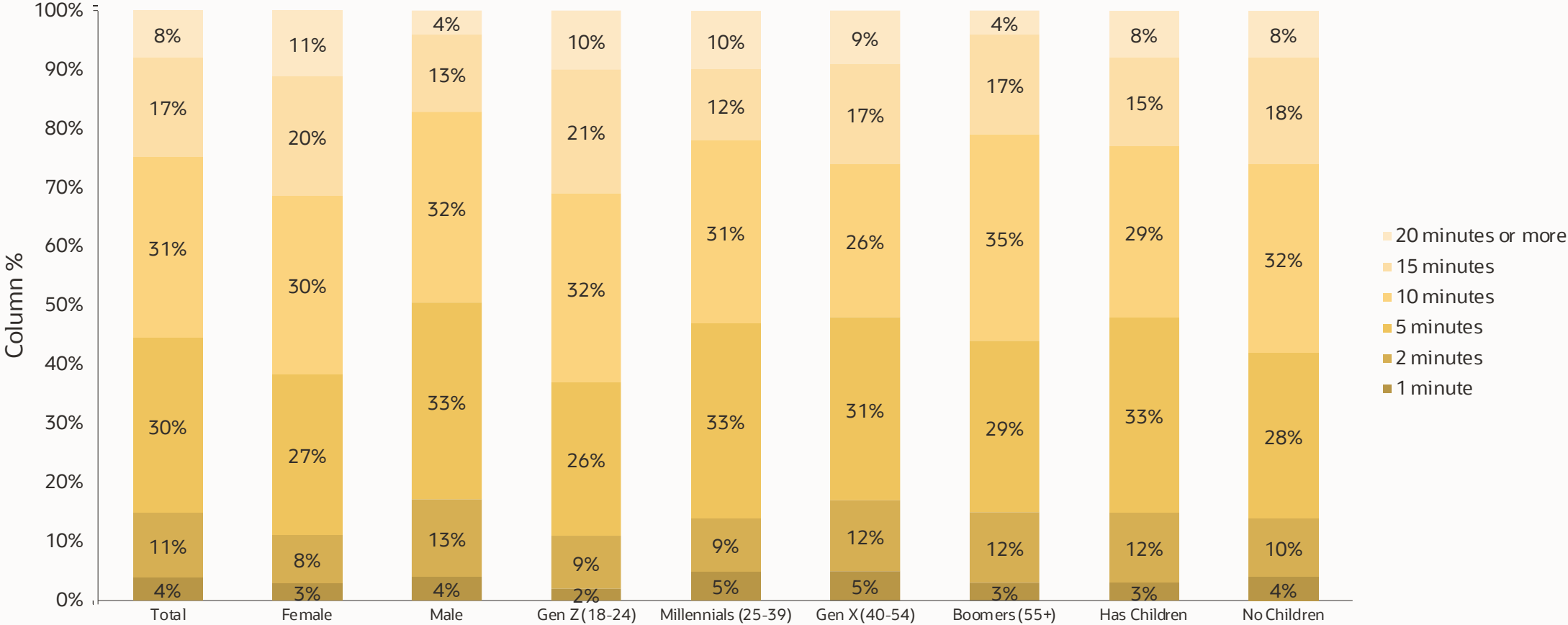
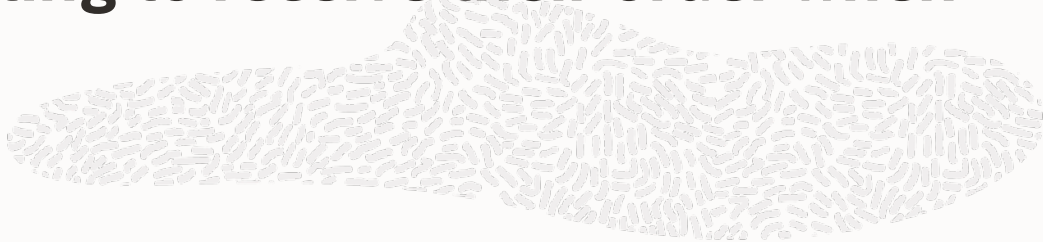
Time before consumers are annoyed, waiting to receive their order when seated at a table in a restaurant



Sample Size = 512



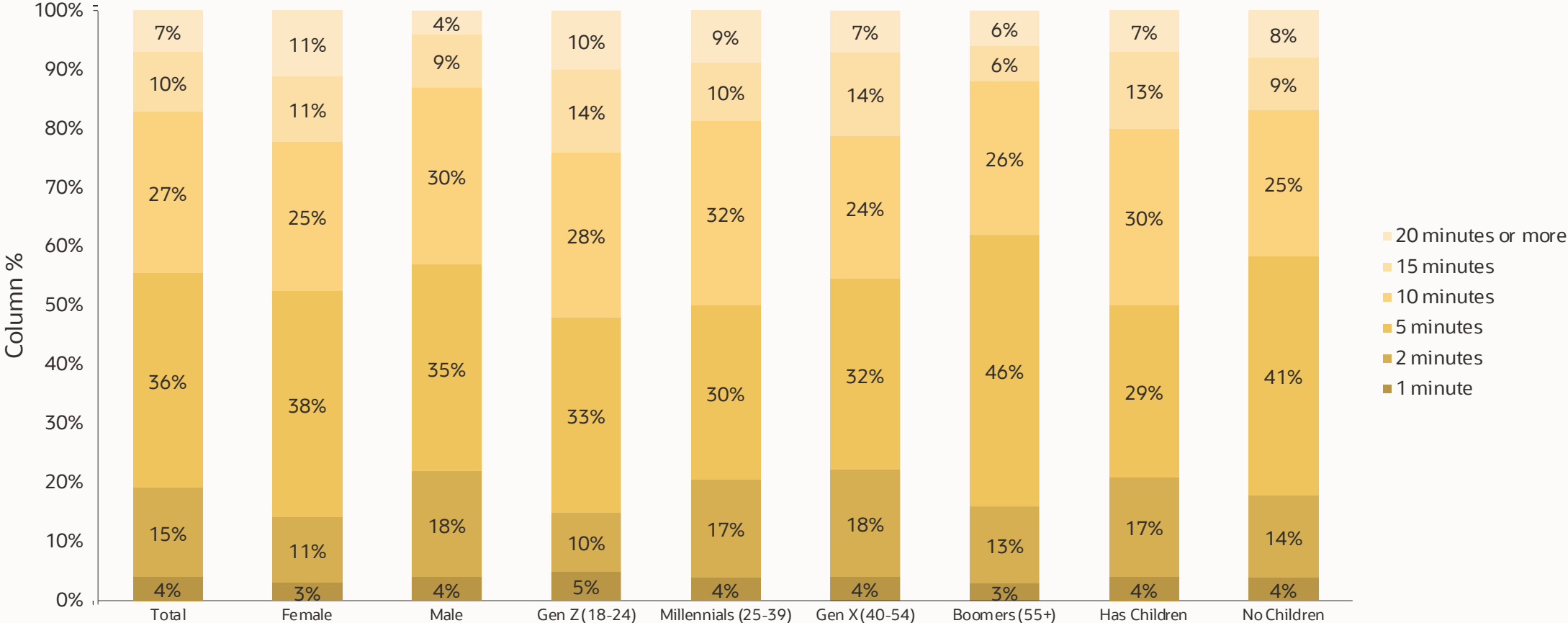
Time before consumers are annoyed, waiting to receive their order when ordering at a counter



Sample Size = 512



Time before consumers are annoyed, waiting to receive their order when ordering in a drive-thru

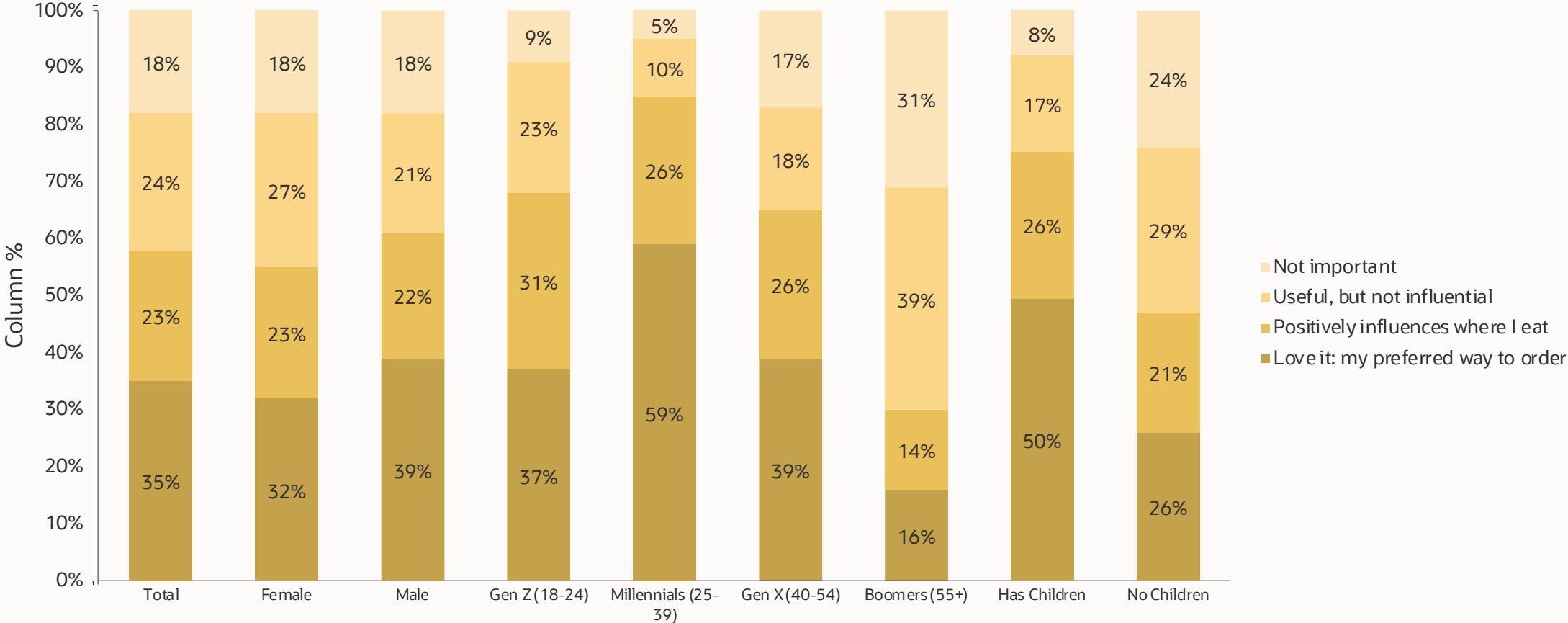
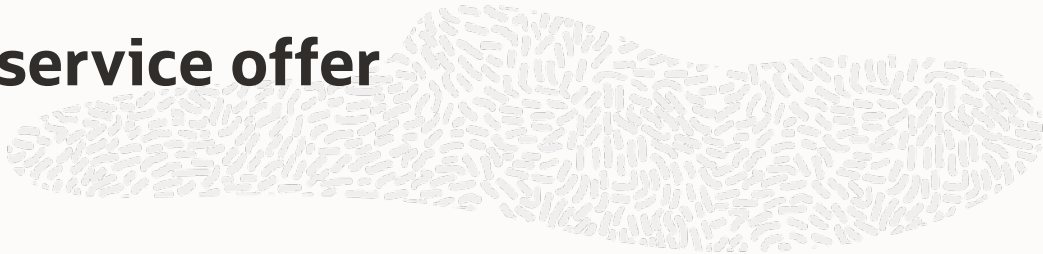


Sample Size = 512 Source: Untold Insights



Click and collect influence on spend and loyalty

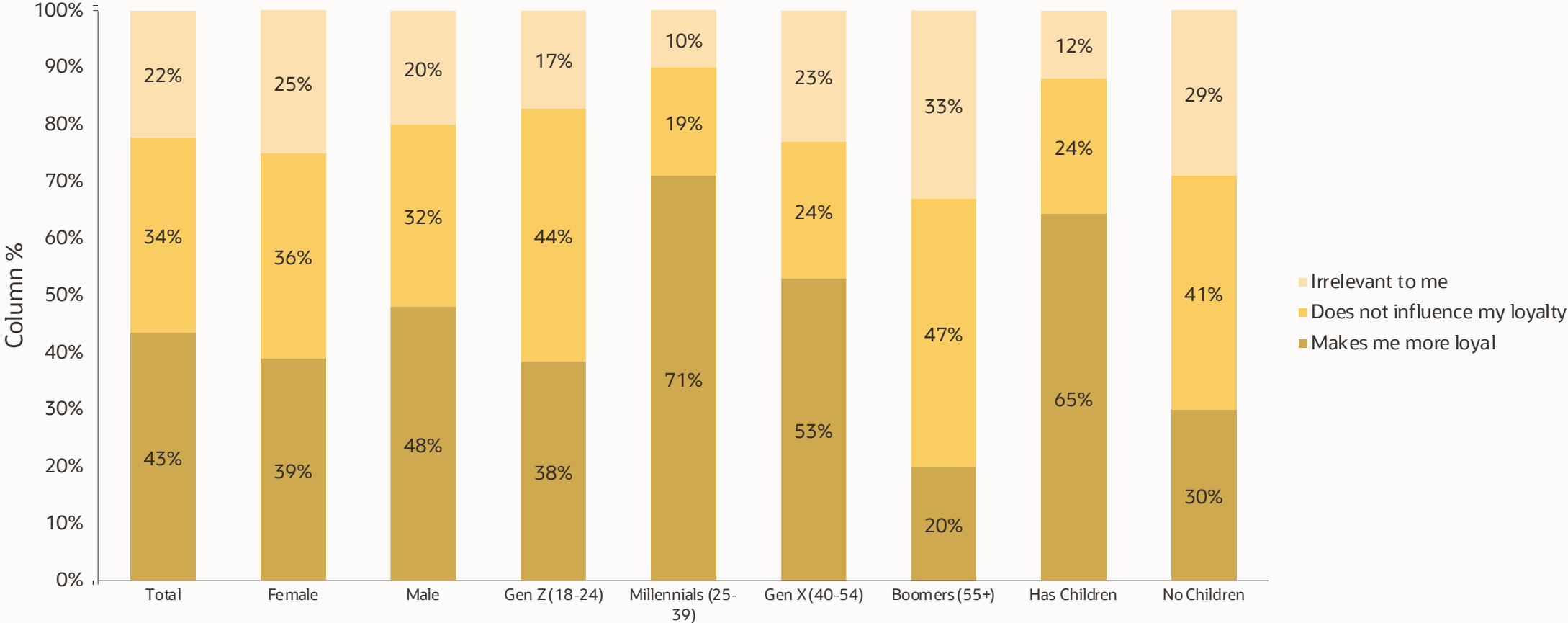
Consumer sentiment on click and collect service offer



Sample Size = 512



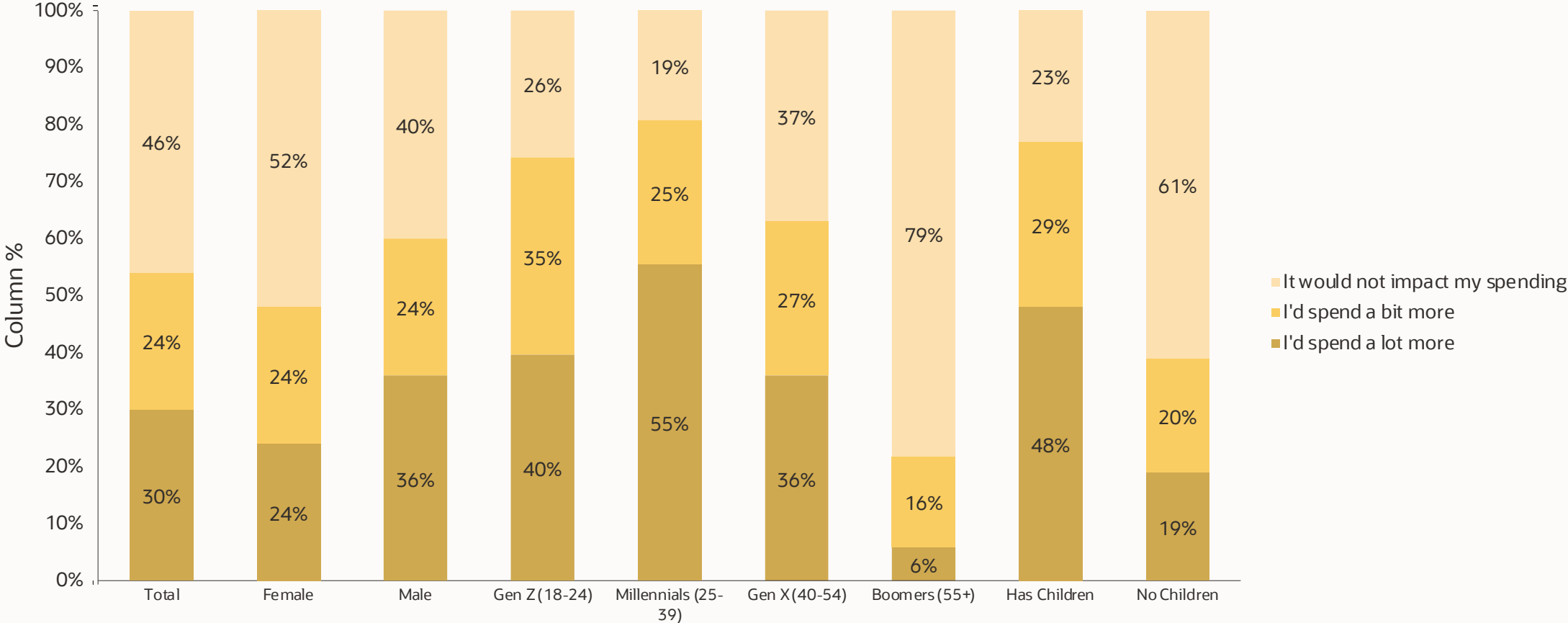
Consumer sentiment on click and collect's impact on their loyalty



Sample Size = 512



Consumer sentiment on click and collect's impact on spending habits

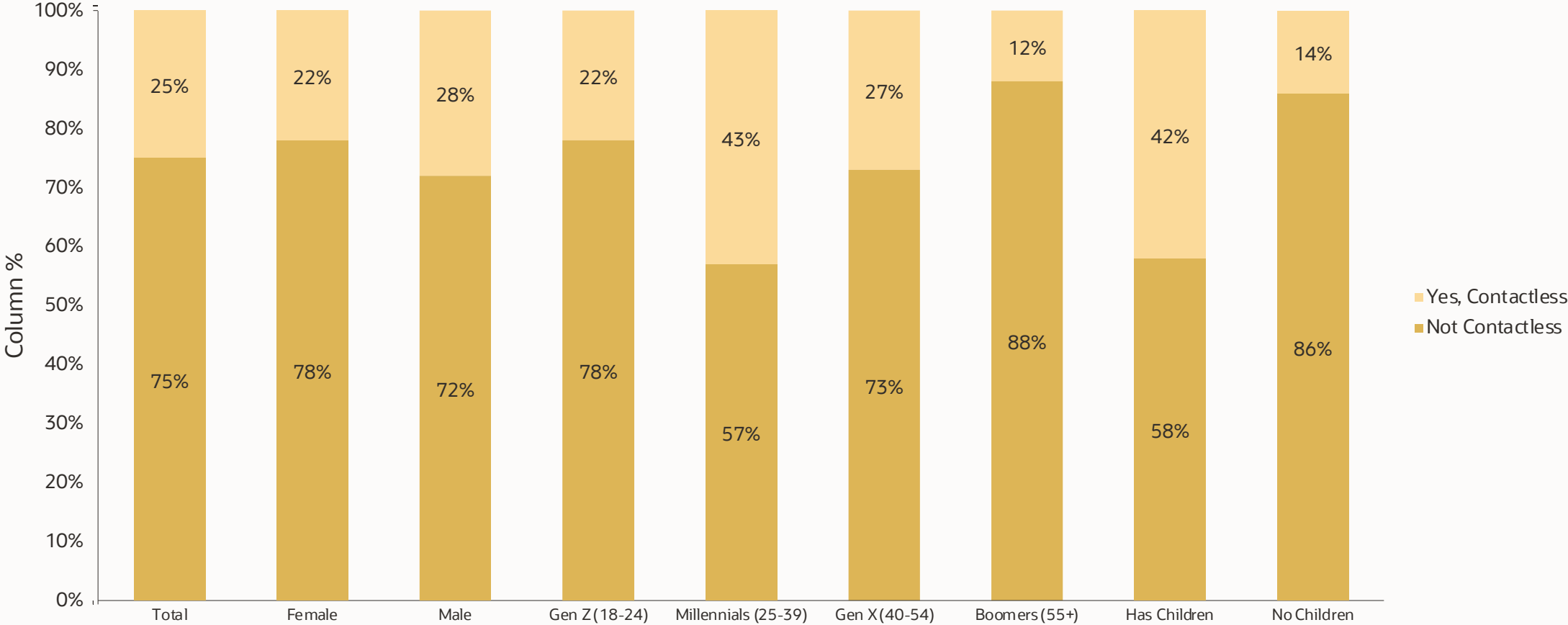
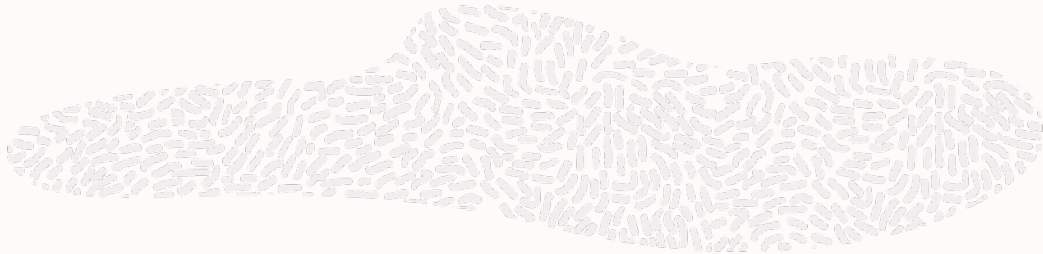


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Payment preferences

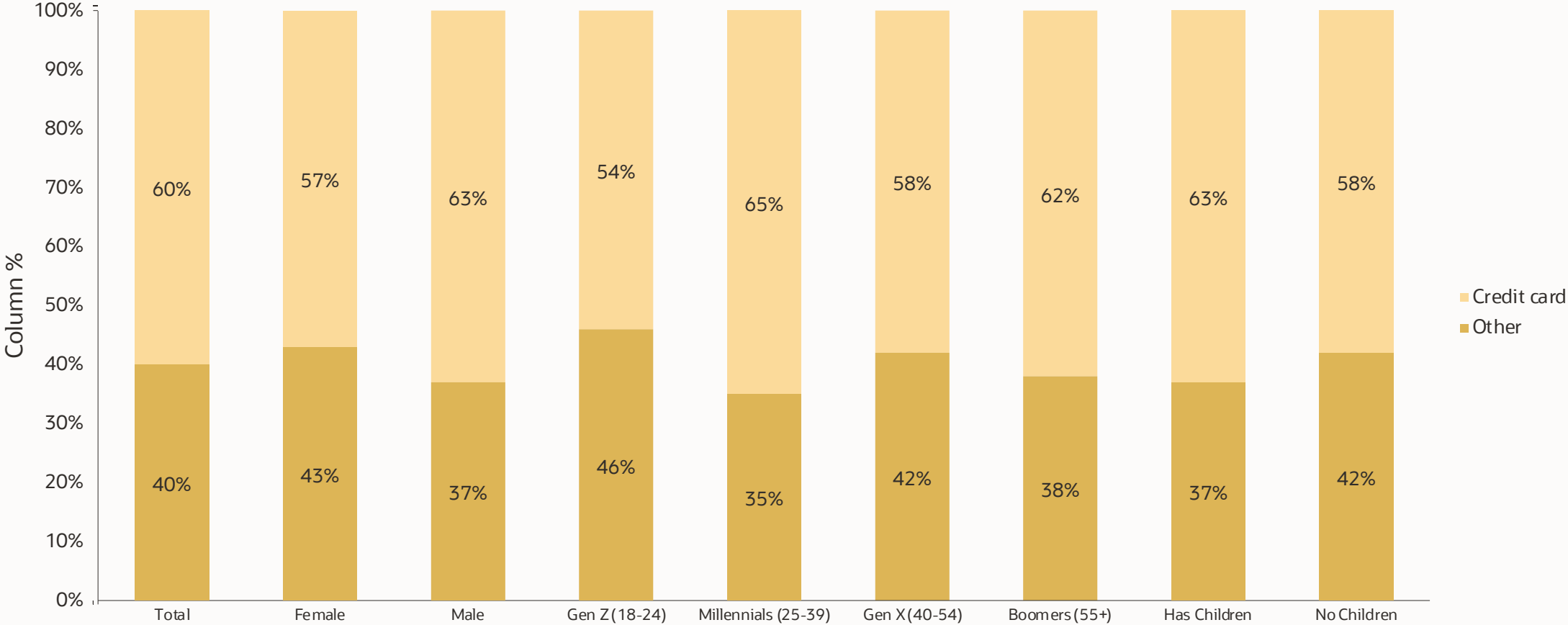
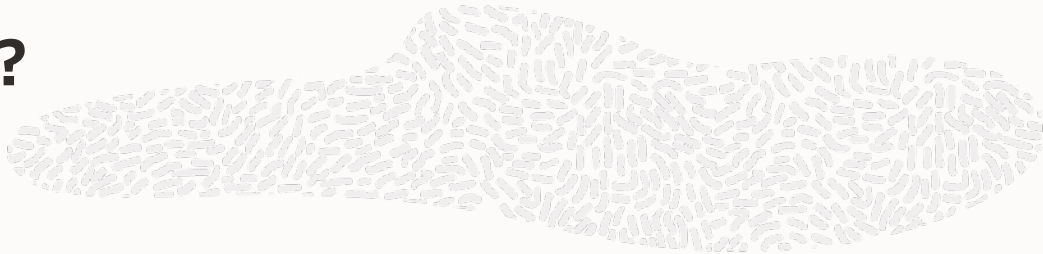
Preferred way to pay: contactless or no?



Sample Size = 512



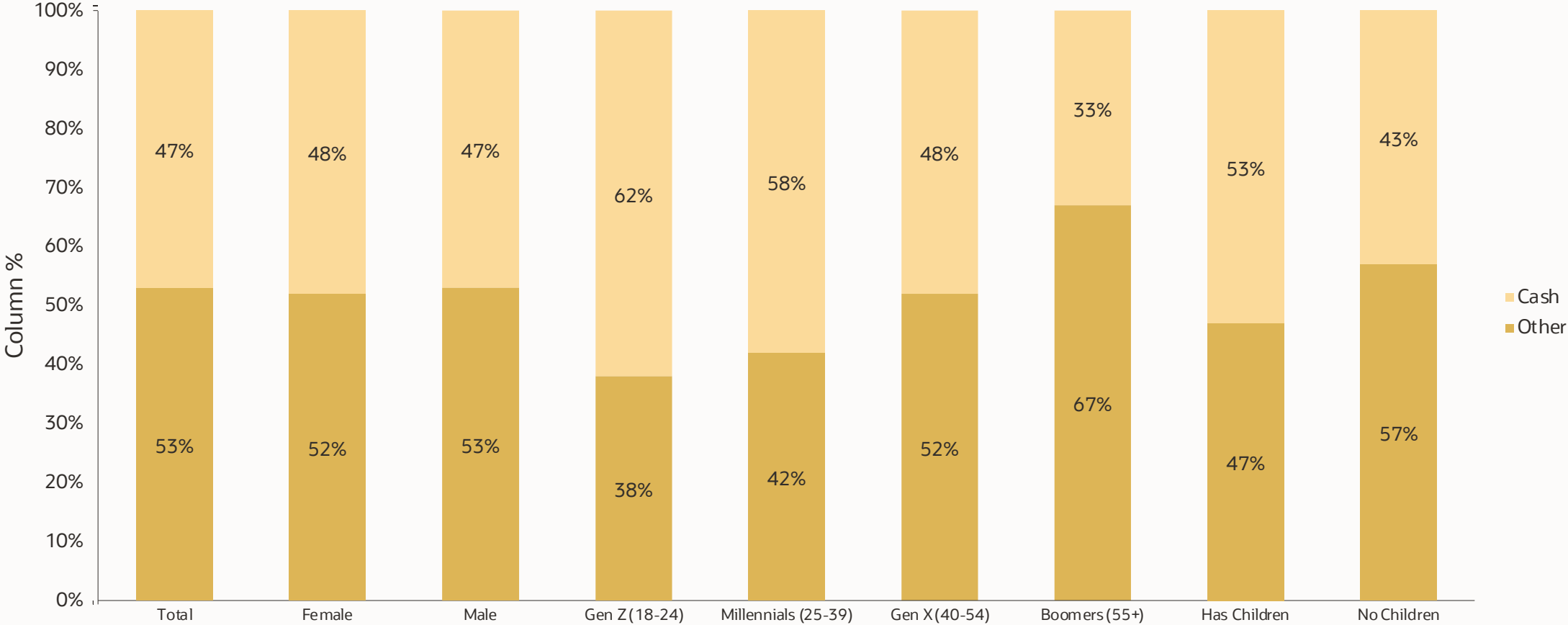
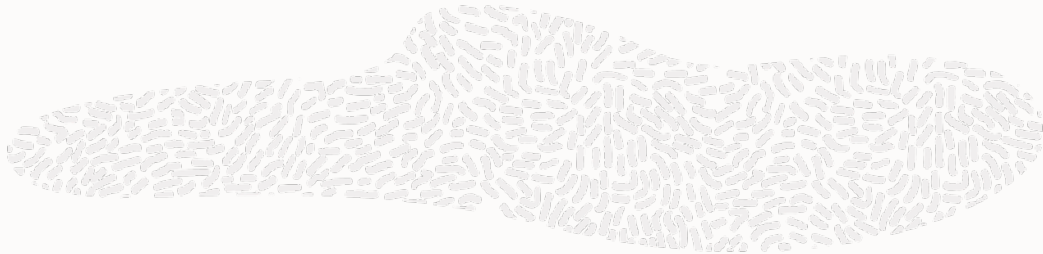
Preferred way to pay: credit card or other?



Sample Size = 512



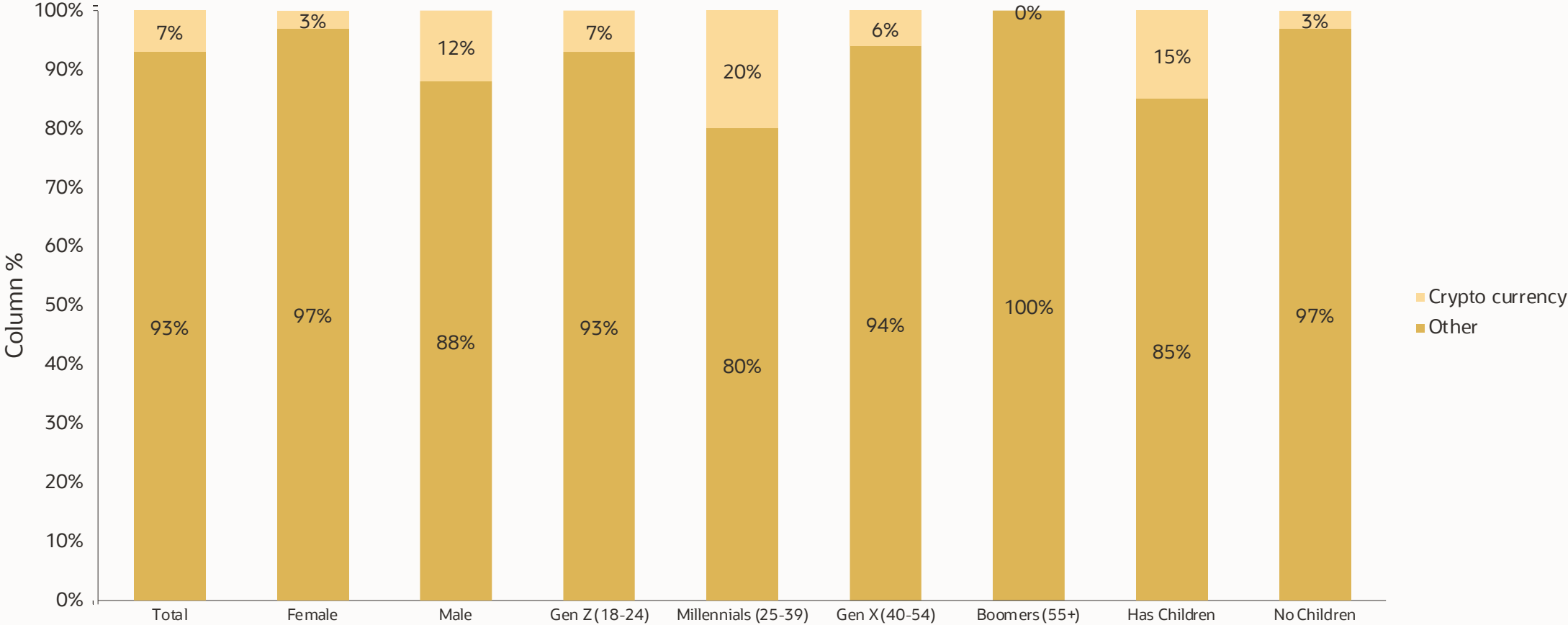
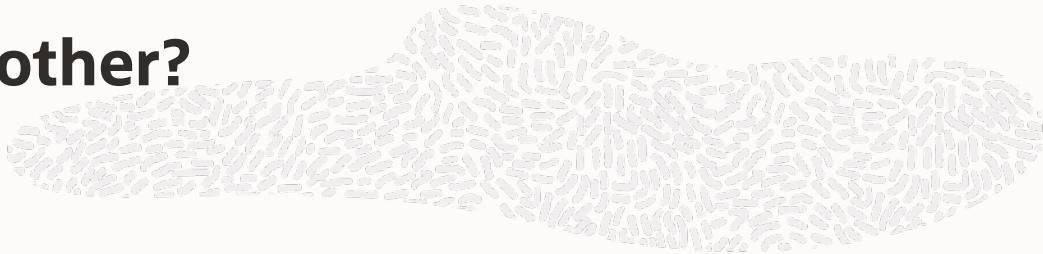
Preferred way to pay: cash or other?



Sample Size = 512



Preferred way to pay: Crypto currency or other?

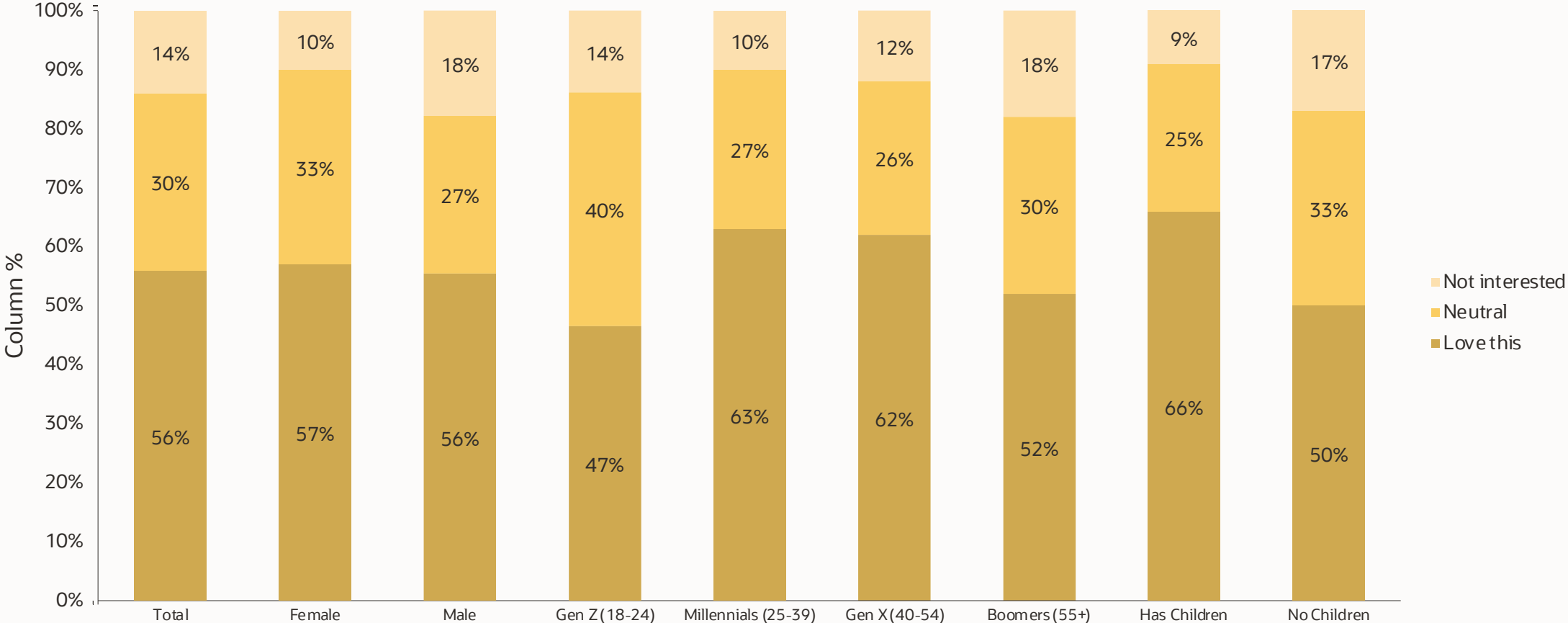


Sample Size = 512



Personal offers and data management

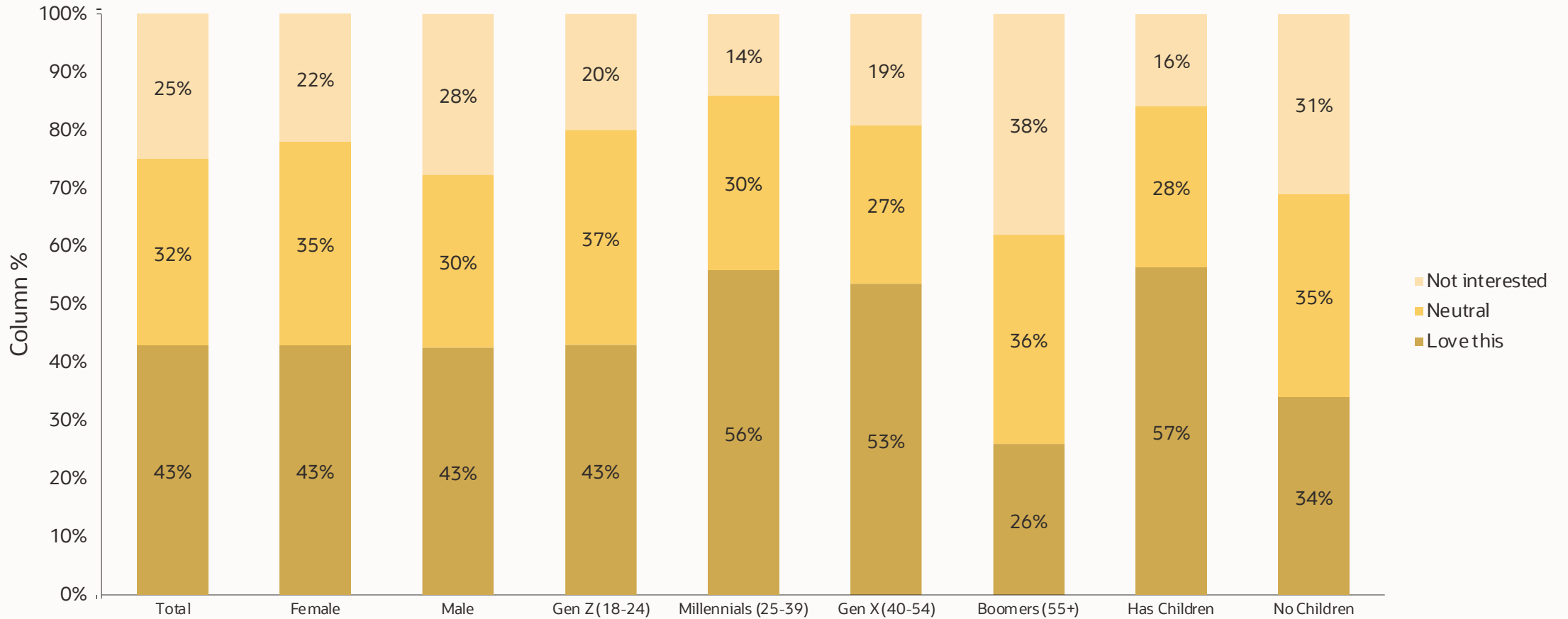
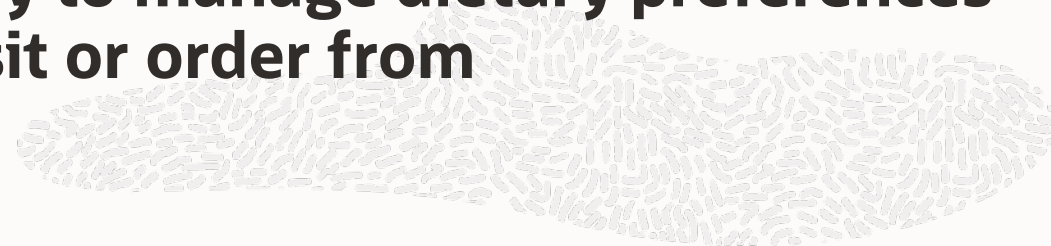
Consumer sentiment on receiving special offers and promotion notifications based on their current location



Sample Size = 512



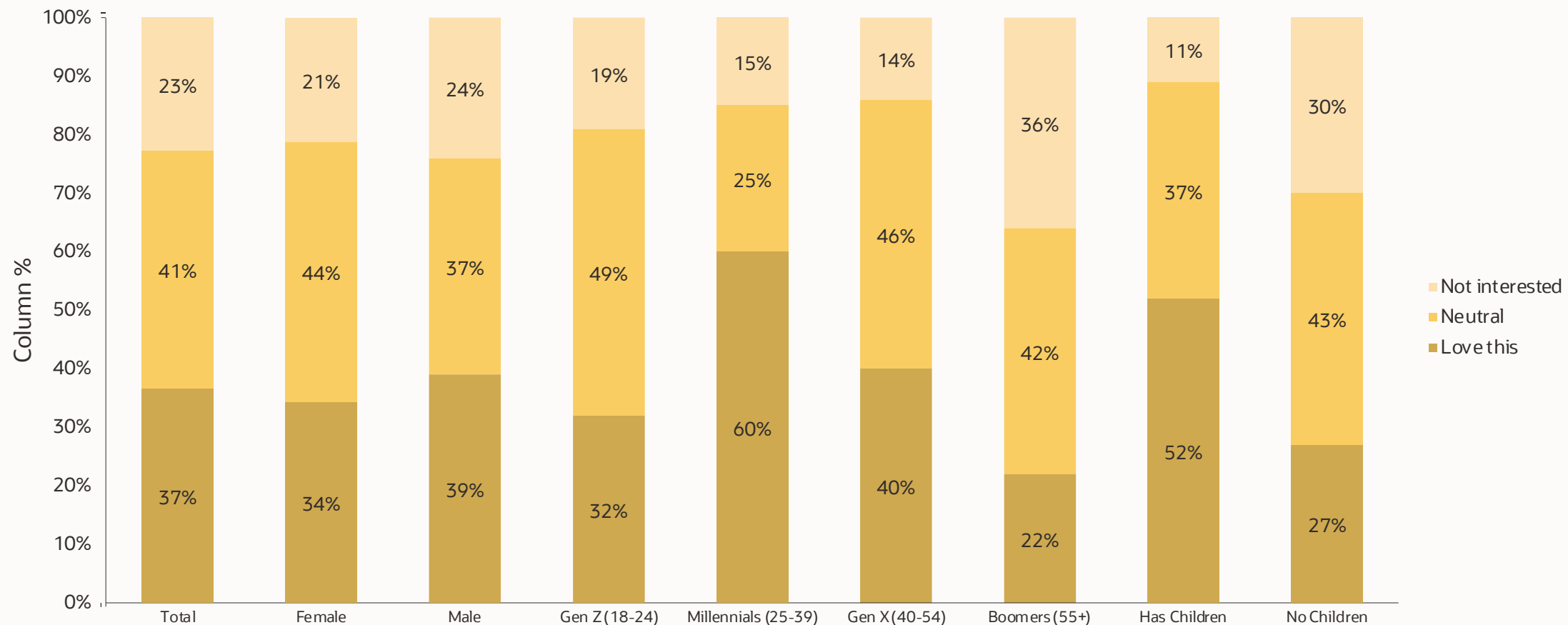
Consumer sentiment on having the ability to manage dietary preferences and share them with restaurants they visit or order from



Sample Size = 512



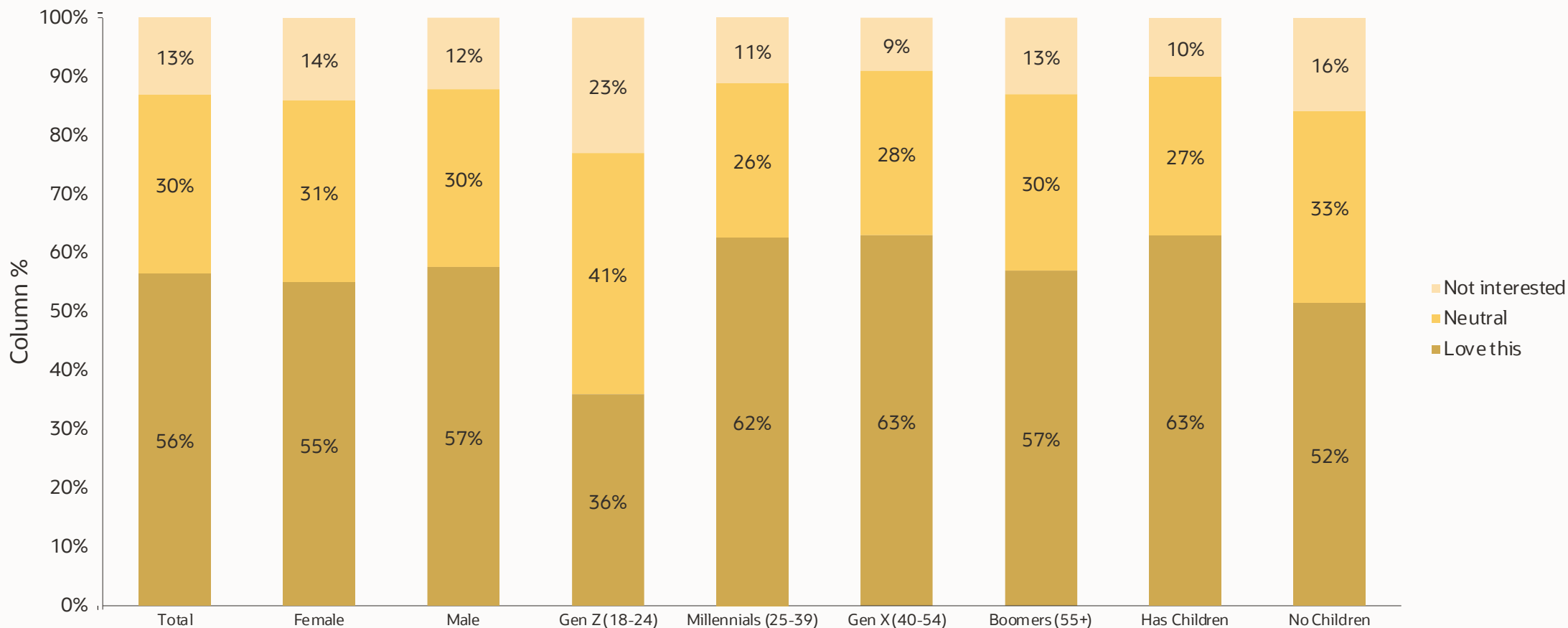
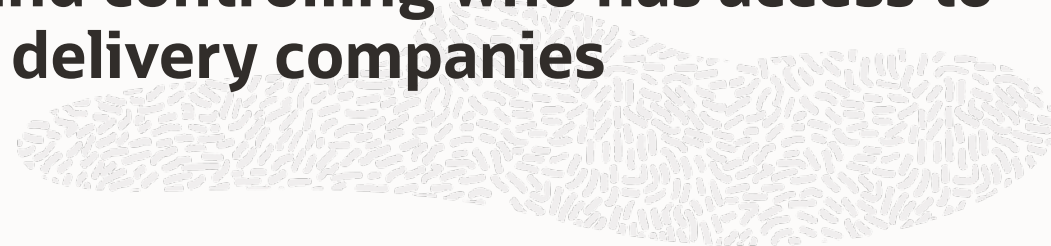
Consumer sentiment on receiving preference suggestions based on their purchase history



Sample Size = 512



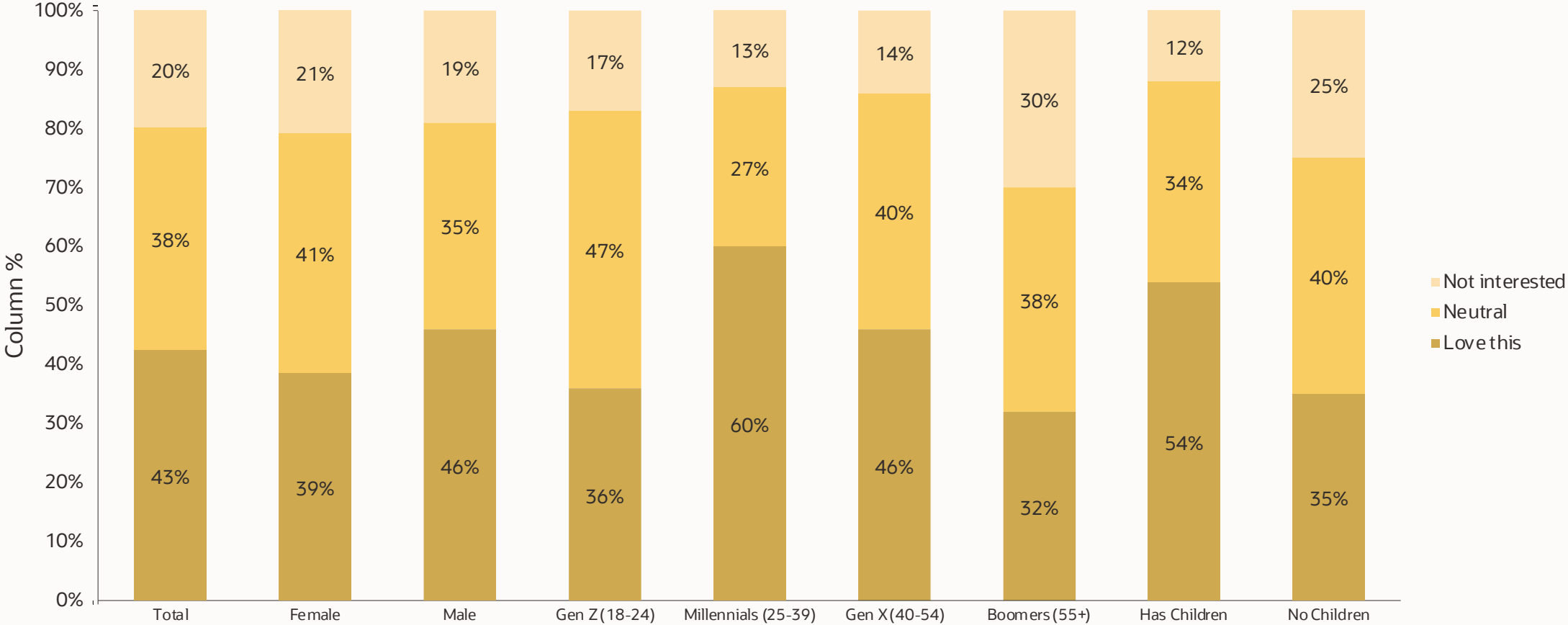
Consumer sentiment on understanding and controlling who has access to the data they share with restaurants and delivery companies



Sample Size = 512



Consumer sentiment on receiving offers from partner brands of the places they order from (e.g. other restaurant brands or stores)

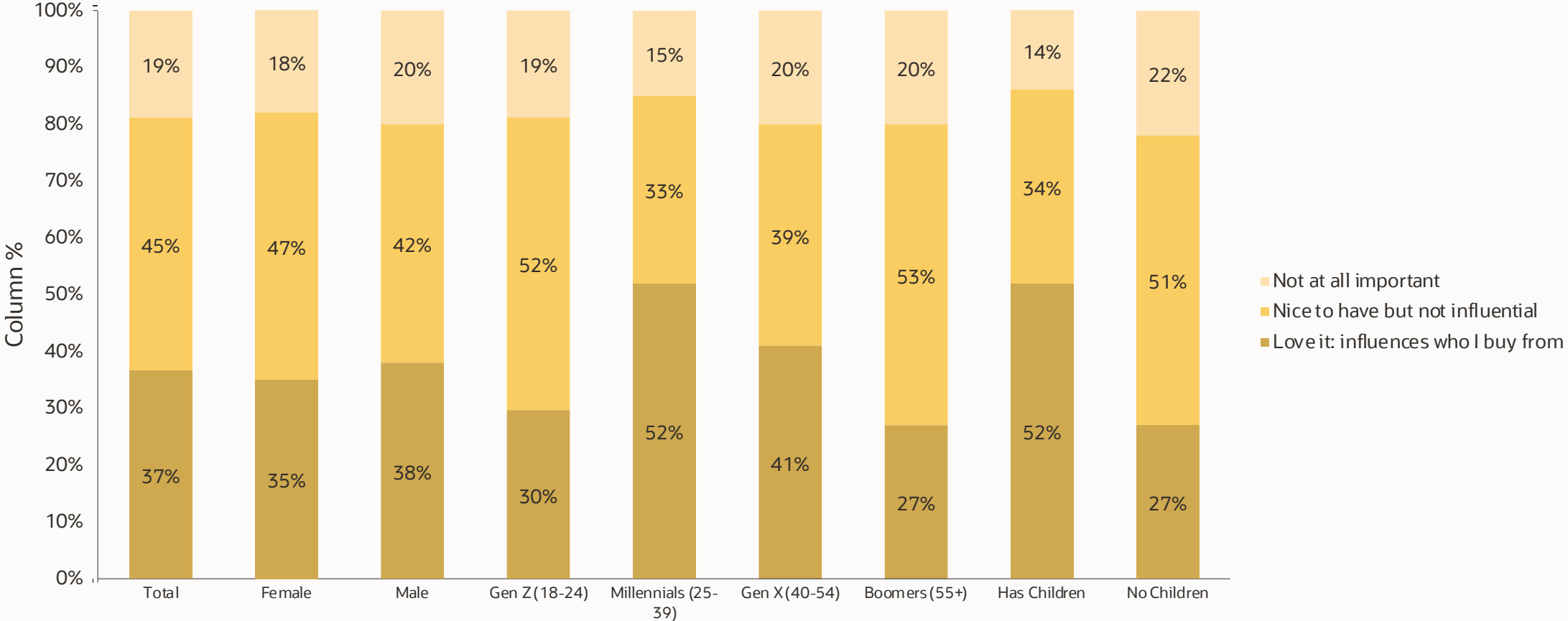
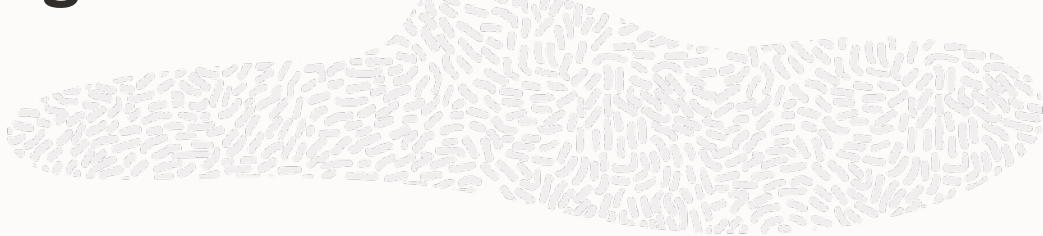


Sample Size = 512



Environmental, sustainability and corporate governance (ESG) influence on loyalty

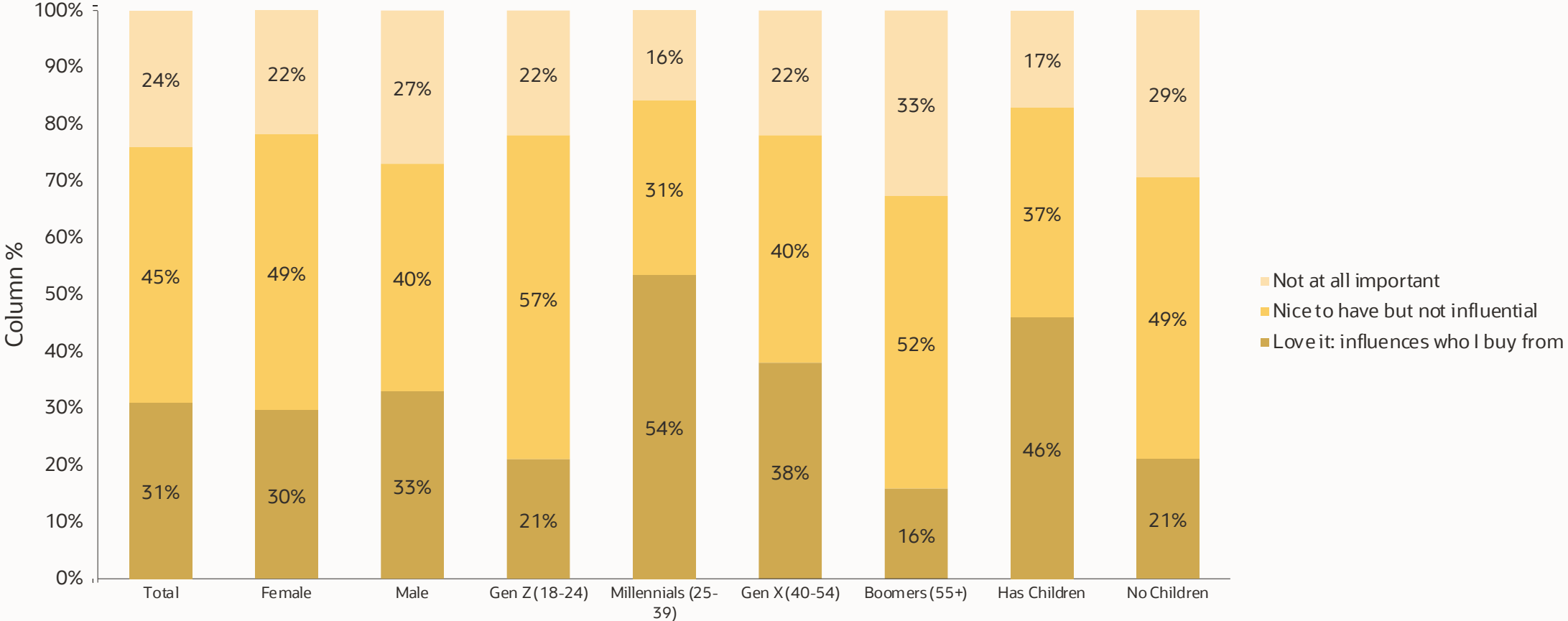
Biodegradable or recyclable food packaging influence on consumer buying decisions



Sample Size = 512



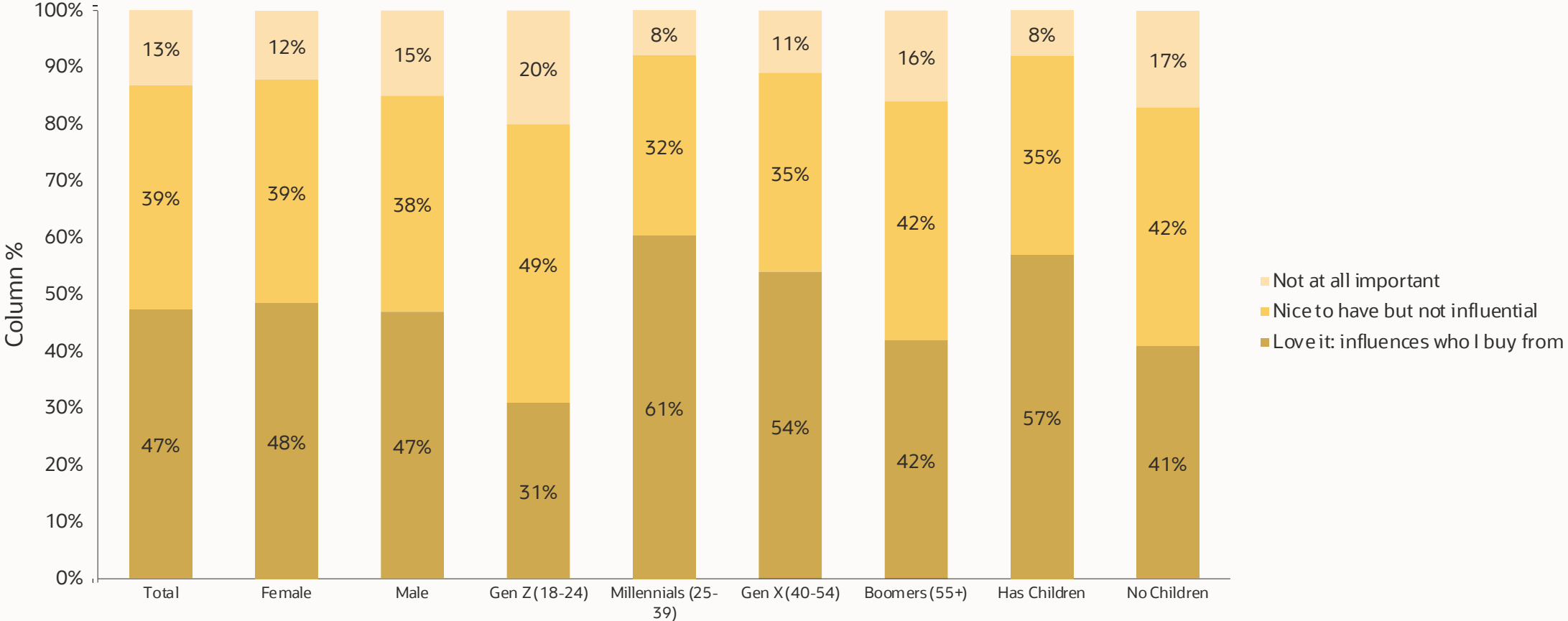
Low or zero emission takeout delivery services influence on consumer buying decisions



Sample Size = 512



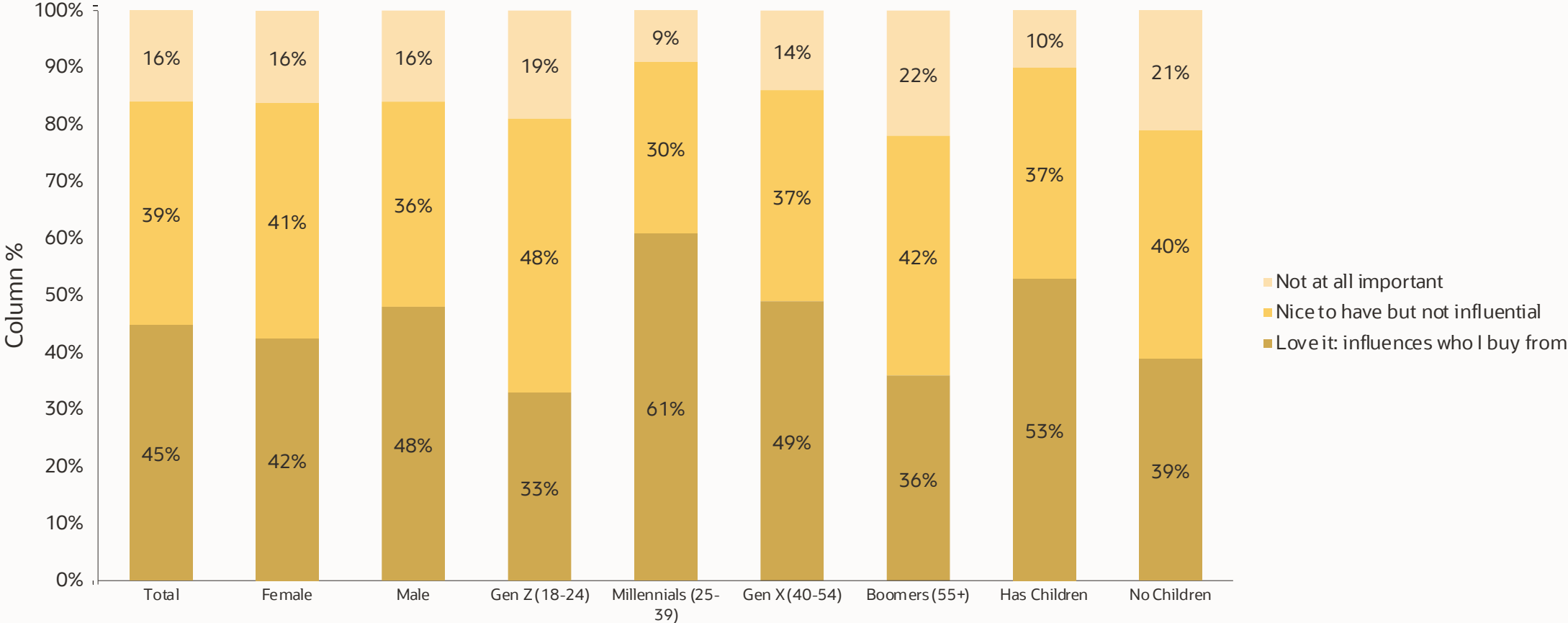
Efforts to lower food waste influence on consumer buying decisions



Sample Size = 512



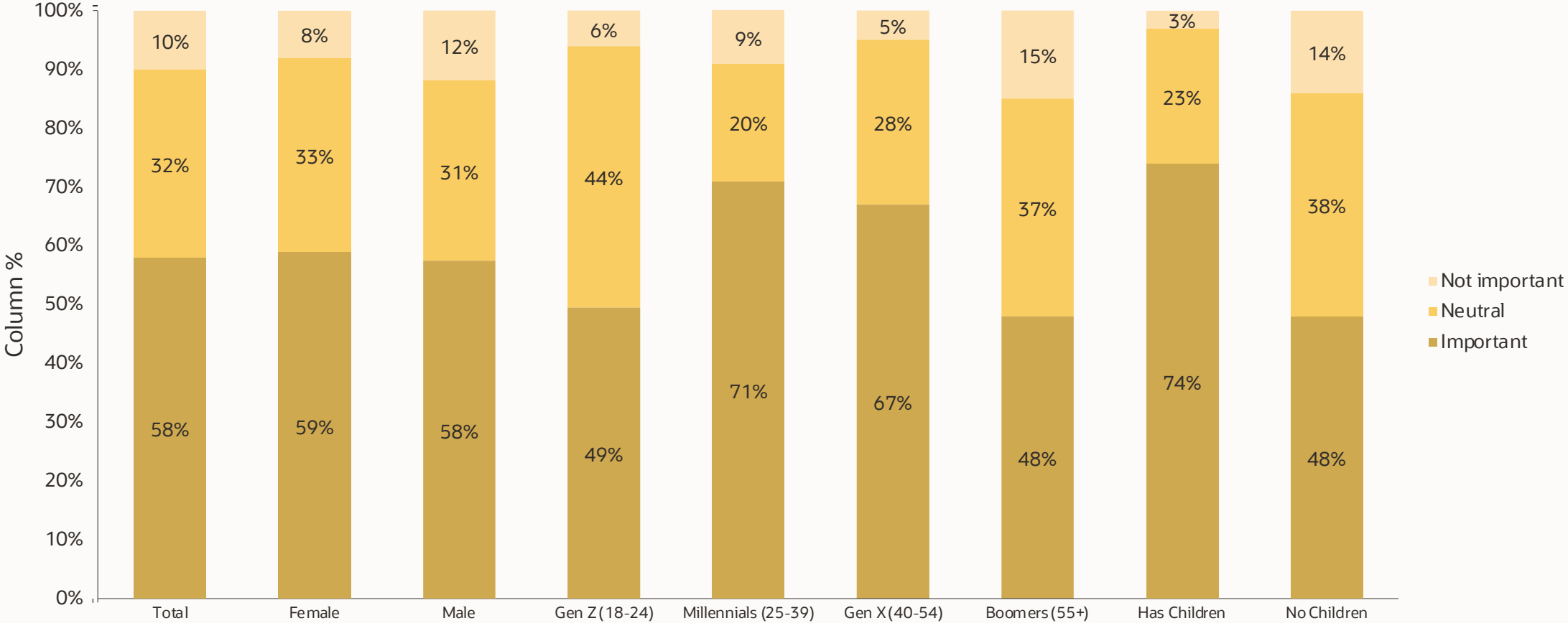
Clear labelling of food source and ingredients influence on consumer buying decisions



Sample Size = 512



Consumer sentiment on the importance of restaurants always offering a healthy option on their menu



Sample Size = 512



2022: The Year of Ambition

Restaurant technology and digitization of the customer experience is here to stay. A well-orchestrated approach to handling multiple selling channels, personal data control, more informed personal offers and transparency on management of environmental impact and healthy options are all on the table for 2022.

Oracle helps ambitious restaurateurs transact in new ways and place their customers at the center of every business decision to deliver great guest experiences.

If you're looking to invest in your technology strategy, we're here to advise you on how to deliver quick wins, and long-term growth.

Contact us to learn how Oracle can help you stay agile and ahead of your customers' expectations:

Chat live

Request a call back

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