

A Look at Crisis and Recovery in Foodservice

There's no doubt the U.S. foodservice industry was hit hard in the early days of the public health crisis. But with many states now reopening for some level of on-premises dining, the industry is starting down the road to recovery. The week-to-week decline in transactions for restaurants has lessened for nine consecutive weeks. Understanding the new normal will help you refine your strategy and restart your business. **Here's a look at what the data is telling us.**

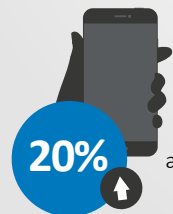
Quantifying FSR and QSR Declines

FSRs took the hardest hit with an overall 66% decline in traffic.

QSRs declined by 26% thanks to being equipped for more off-premises service.



Ordering Apps



20% of transactions in April were initiated via an ordering app

mostly through a restaurant's app, compared to 6% a year ago.

Delivery and Drive-thru Takeover

Delivery as a percent of restaurant transactions grew by 8 share pts.

Drive-thru increased 21 pts compared to a year ago.



Carry-out

This was another bright spot, growing by 7 pts compared to a year ago.



QSR Resiliency

Burger, chicken, and pizza QSRs weathered the storm better than others due to wider availability of off-premises options.

The situation is changing daily, and the restaurant industry is making gradual but steady progress toward recovery. Understanding consumer behaviors and trends that have accelerated during the public health crisis is critical as you navigate your company's recovery. Our deep data, expert insights, and analytic solutions can help.

Source: The NPD Group/CREST, month ending May 3, 2020 and CREST* Performance Alerts*

Want more insights like this? Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

