

# FOODSERVICE LOYALTY – US – 2024

Consumers seek ease and value through foodservice loyalty, opting for programs that reward their existing ordering patterns and streamline the dining experience.



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# Foodservice Loyalty - US - 2024

## This report looks at the following areas:

- Types of restaurants consumers are loyal to
- Consumer approach to foodservice loyalty and loyalty programs
- Behaviors of loyalty program members
- Features consumers want in loyalty program apps
- Loyalty strategies taking shape in the industry

## Overview

Consumers have an overwhelmingly positive outlook on loyalty programs: 83% say they make them feel valued as a customer. Becoming a member already has a strong impact on subsequent ordering frequency and check averages, highlighting that operators' biggest opportunity lies in a strong sign-up offer. From then on, consumers are interested primarily in a straightforward app experience that requires little effort on their part: easy-to-use apps that offer tangibly valuable rewards like discounts and free food and drink items will engage most consumers, especially as they express high interest in keeping up with the latest information (eg on new deals, menu items) through these apps.

Though loyalty and subscription programs abound in the foodservice industry, there isn't one standard format across all operators. While this versatility allows rewards to remain dynamic and tailored to the customers of each restaurant segment, it also means that consumers will face a learning curve with each restaurant app. Building comfort and ordering habits will take time, especially considering the potential of app fatigue. Operators are tasked with



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providing seamless app functionality, rewards that feel relevant and engaging, and an overall app experience that enhances value, speed, and convenience in dining transactions.

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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

## MARKET DYNAMICS

### Market context

### Market drivers

- For budget-conscious consumers, menu prices and loyalty are interlinked
  - Graph 1: consumer price index for urban consumers – food AH and AFH, 2023-24
- To create a good loyalty program, grow proprietary digital ordering
  - Graph 2: restaurant technology usage and interest – select items, 2023
- California's fast food wage hike: balancing costs and consumer fatigue

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  - Graph 3: consumer loyalty towards restaurants, 2023-24
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  - Graph 4: consumer loyalty towards restaurants – Net, by household size, 2024
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  - Graph 6: restaurant loyalty motivators, ranked, 2024
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## INNOVATION AND MARKETING TRENDS

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- Making loyalty feel effortless: 7 Brew's simple approach to a personalized experience
- Aligning loyalty with the customer journey: A spotlight on The Cheesecake Factory
- Loyalty apps can foster stronger brand connections: A spotlight on Panda Express

### Marketing and advertising

- Kickstarting loyalty: sign-up offers drive frequency and familiarity in loyalty programs
- Click, Eat, Repeat: Online exclusives will build new consumer habits
- Expanding the loyalty program is expensive, but will yield long-term customer retention
- Play to Earn: Wow Bao's strategy to gamify loyalty

### Opportunities

- The road to app loyalty: Personalization and rewards before the download
- Immediate value, lasting loyalty: Ways to engage lower-income consumers

## APPENDIX

- Consumer research methodology
- Generations
- Abbreviations and terms

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