

# QUICK SERVICE RESTAURANTS – US – 2024

With a growing interest in fresh, high-quality fast food, QSRs will benefit from improving and innovating for convenience and health amidst growing competition.



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# Quick Service Restaurants - US - 2024

## This report looks at the following areas:

- Changes in foodservice ordering
- QSR ordering frequency
- Interest in QSR improvements
- QSR consumer dining motivators
- QSR innovation and menu claim interest
- Consumer attitudes towards QSR dining

## Overview

QSR visitation increased in 2024 after recovering from a dip in traffic in 2023 stemming from inflation and rising menu prices, but maintaining visitation of both new and loyal customers presents challenges beyond pricing alone. An astounding 63% of consumers are interested in menu claims around freshness, reinforced by 53% of consumers agreeing food quality should be improved when it comes to ordering from fast food restaurants. Operators in the QSR space have their work cut out for them as competitors in the fast casual segment hone in on attributes that deliver freshness and quality. As other segments expand their footprint and deliver on fresh, made-to-order eats, QSRs must work towards improving the end-to-end experiences as consumer perceptions around quality and convenience continue to evolve.

QSRs will benefit by adapting to lifestyle trends that consumers are incorporating into their every day eating habits. 44% of consumers express they would be motivated to order fast food if healthier options were available on menus. Menu innovation around health-focused offerings will prove QSRs to be an easy and accessible option for consumers on the go, especially when patrons are short on time.



With a growing interest in fresh, high-quality fast food, QSRs will benefit from improving and innovating for convenience and health amidst growing competition.

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# Report Content

## EXECUTIVE SUMMARY

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

## MARKET DYNAMICS

### Market context

### Market drivers

- Budget constraints can make low-cost QSRs appealing
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- QSR brands face backlash over pricing
- Packaging concerns may rise among pregnant women

### Market size and forecast

- Retail sales and forecast of limited service restaurants
- Limited-service restaurant growth reaches new limits
- Retail sales and forecast of limited service restaurants

## CONSUMER INSIGHTS

### Consumer fast facts

### Restaurant ordering

- Fast food stays on top, for now...
  - Graph 2: restaurant ordering, 2022-24
- Polished menus are captivating female diners' attention
  - Graph 3: restaurant ordering, by gender, 2024
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  - Graph 4: restaurant ordering, by area, 2024

### QSR ordering frequency

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  - Graph 9: QSR improvement interests, 2024
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## INNOVATION AND MARKETING TRENDS

### Launch activity and innovation

- Will value plays dictate visitation?
- Brands are giving consumers the best of both worlds
- Snackable menus help fill in the gaps
- Cinnabon becomes more accessible beyond the mall
- Brands get out of their comfort zone
- New menu items are comin' in hot

### Marketing and advertising

- QSRs are spreading the love...and addressing heartache this Valentine's Day
- Brands launch and showcase seafood items in time for Lent
- Brands fly high with 4/20 deals
- McDonald's brings "WcDonald's" to life for anime fans

### Opportunities

- AI technologies can enhance the ordering process
- Lean on AI to remove language barriers

- Strategic partnerships can add a premium touch
- Give consumers the power to shape menus
- QSRs can take a piece of the catering pie
- McDonald's Indonesia launches a wedding package

### **APPENDIX**

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms
- Forecast methodology
- Forecast fan chart methodology
- Market forecast table: LSRs at inflation-adjusted prices

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