

How COVID-19 has reshaped the food industry

The impacts of COVID-19 on the food industry were both vast and sudden. To better understand what the industry is facing, we spoke with 150 technology decision makers involved in retail, restaurant or food service operations across the U.S. and Canada. The insight? This is an industry with a more aggressive focus and adoption of disruptive technologies in areas that advance the health and safety of consumer convenience.

Key findings

Food Services: quick service restaurants

> Business impact



96% report revenue declines:

- 11% down 0-10%
- 68% down 10-30%
- 18% down 30-50%



Very large impacts to business are from health and safety concerns (**89%**), customer behavior shifts (**46%**) and store operations/design (**43%**)

> Consumer behavior shifts

Much more consumer demand for:



79%

Contactless payments



57%

Home delivery



54%

Mobile ordering



43%

Curbside pickup



32%

Drive-thru

> Business model innovation

Business model innovations likely/very likely to adopt in next 24 months:



86%

In-house, last-mile delivery capabilities



79%

Dedicated pickup solutions



71%

Drive-thru only stores



64%

Self-service stores



53%

Ghost kitchens



39%

Dedicated fulfillment centers

> Tech adoption

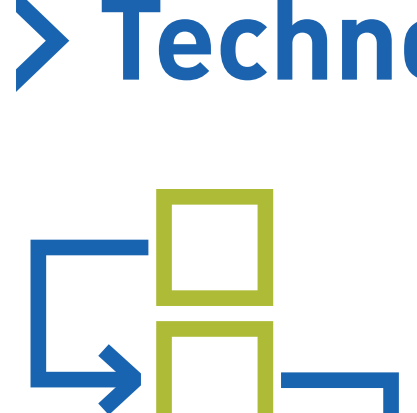


1 in 7 QSRs see themselves as tech-forward early adopters



46% report the urgency for tech adoption substantially increased since the pandemic

> Technology currently adopted



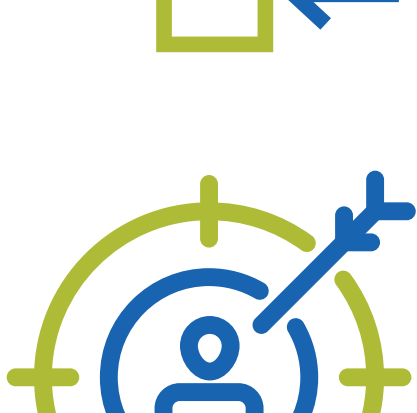
Back-of-house workflow:

- 25% widespread
- 46% limited
- 25% piloting



Last-mile technologies:

- 29% widespread
- 57% limited
- 11% piloting



Personalization technologies:

- 61% limited
- 36% in pilot



Mobile devices for associates:

- 4% widespread
- 32% limited
- 50% in pilot



Customer-facing hardware/kiosks:

- 50% limited
- 7% in pilot

> Contactless technologies adopted



Food Lockers:

- 7% widespread
- 68% limited
- 18% in pilot



Facial Recognition Kiosks:

- 54% limited
- 36% in pilot



Facial Recognition POS:

- 11% limited
- 36% in pilot



Vehicle Recognition:

- 4% widespread
- 57% limited
- 29% in pilot