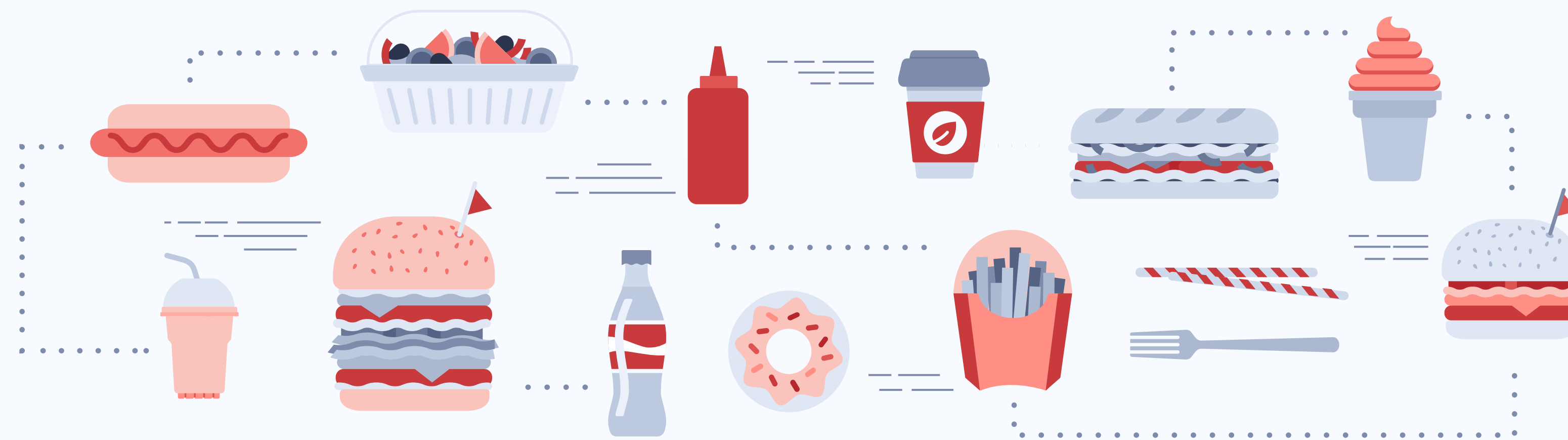


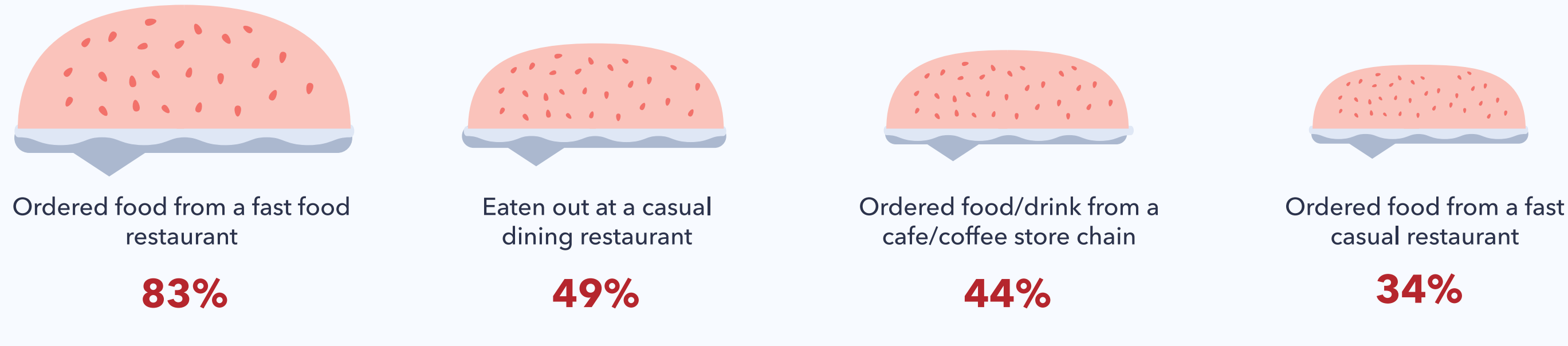
TRENDS INFOGRAPHIC

# The Future of Fast Food



## Fast food restaurants tops the list for quick service restaurants (QSR's)

% of internet users who have done the following in the past month

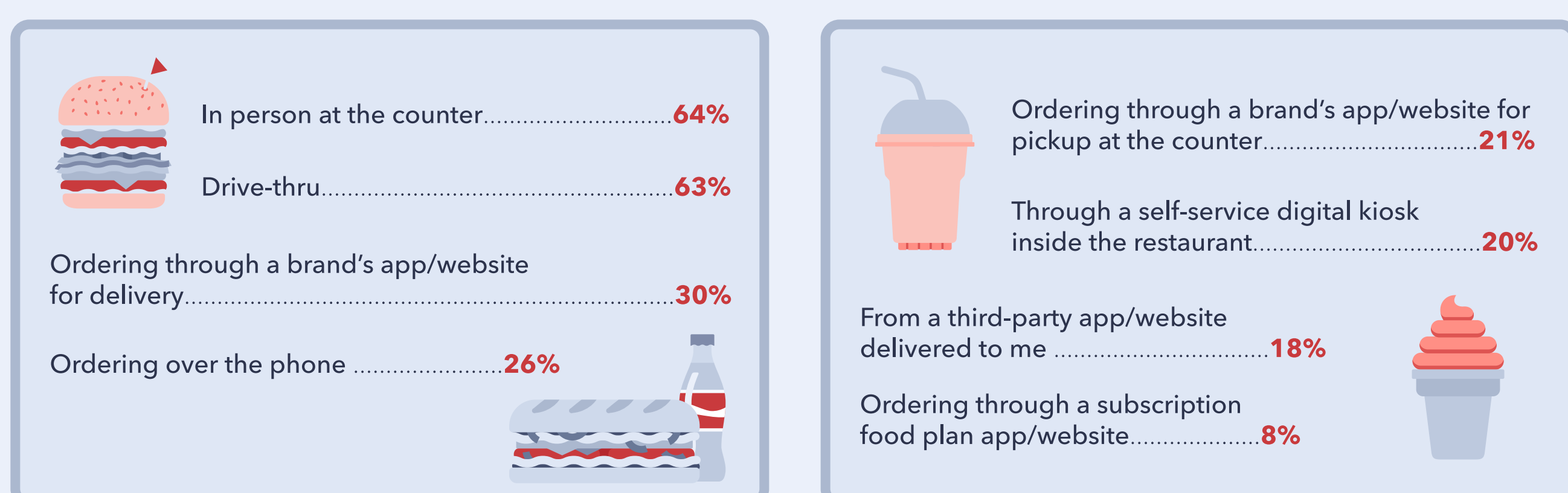


25-34s are most likely to be ordering food/drink from a cafe/coffee store like Starbucks (53%)

Fast casual restaurants are more popular among 16-44 year olds compared to 45+, and they're more popular in the U.S.

## "Traditional" ways of ordering fast food outrank newer, tech-oriented methods

% of fast food orderers who have ordered food in the past month in the following ways



Younger generations are more keen on using modern ways of ordering food



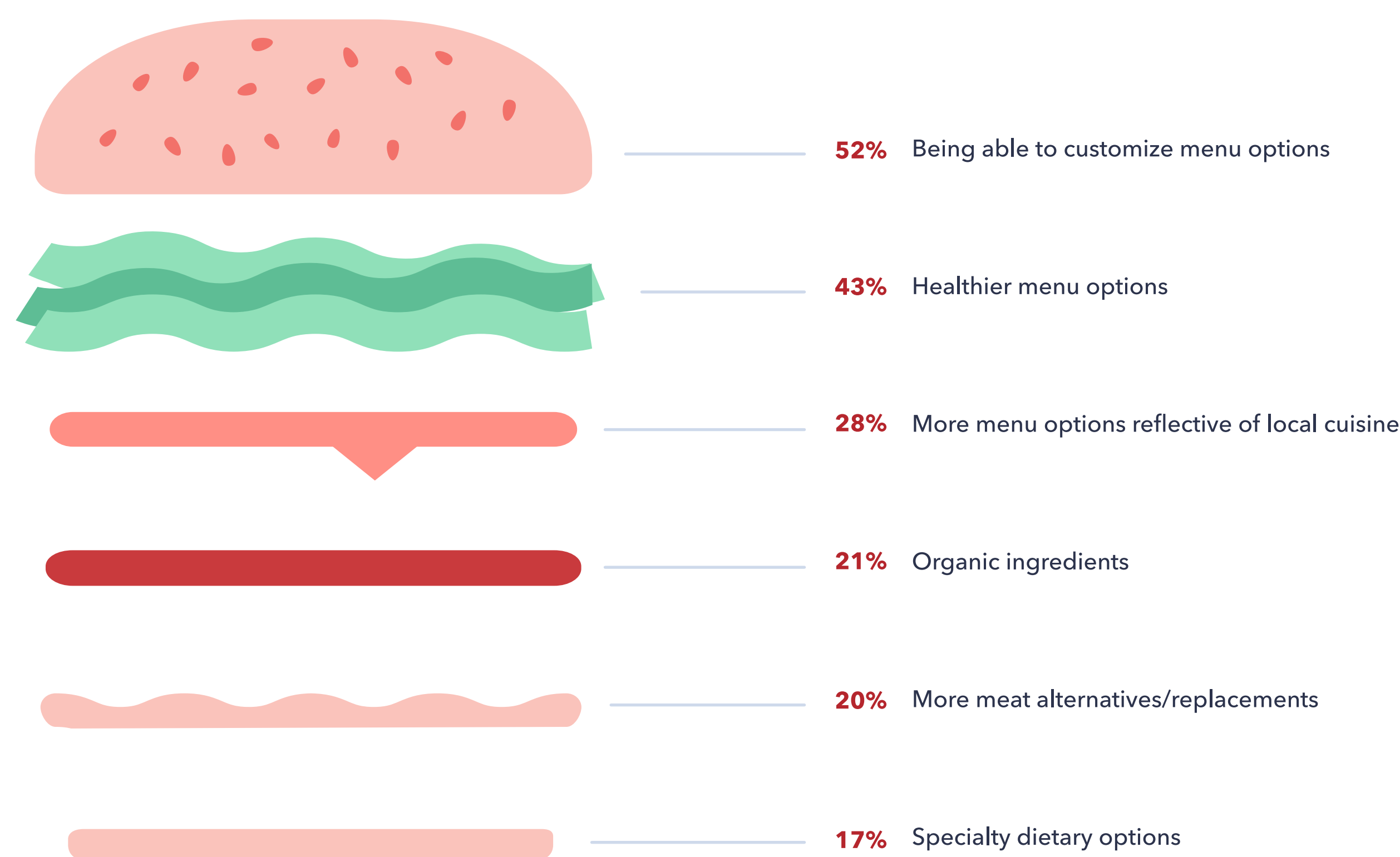
## Ordering digitally via third-party apps is yet to catch up with ordering in person

## JUSTEAT GRUBHUB

JustEat is out on top for fast food delivery in the UK – by a long shot. While in the U.S., Grubhub, UberEATS and Doordash battle it out

## Customization and healthier menu options are the most important future desires for fast food

% of fast food orderers who would like to see more of the following in their favorite fast food restaurants when it comes to food



Organic ingredients are more important for fast food orderers in the U.S. (23%) than the UK (13%)

Meat alternatives hold more of a sweet spot for 16-24s (29%) than they do for 25-34s (17%)

## Practical desires such as better customer service and restaurant proximity are key

% of fast food orderers who would like to see more of the following in their favorite fast food restaurants more generally

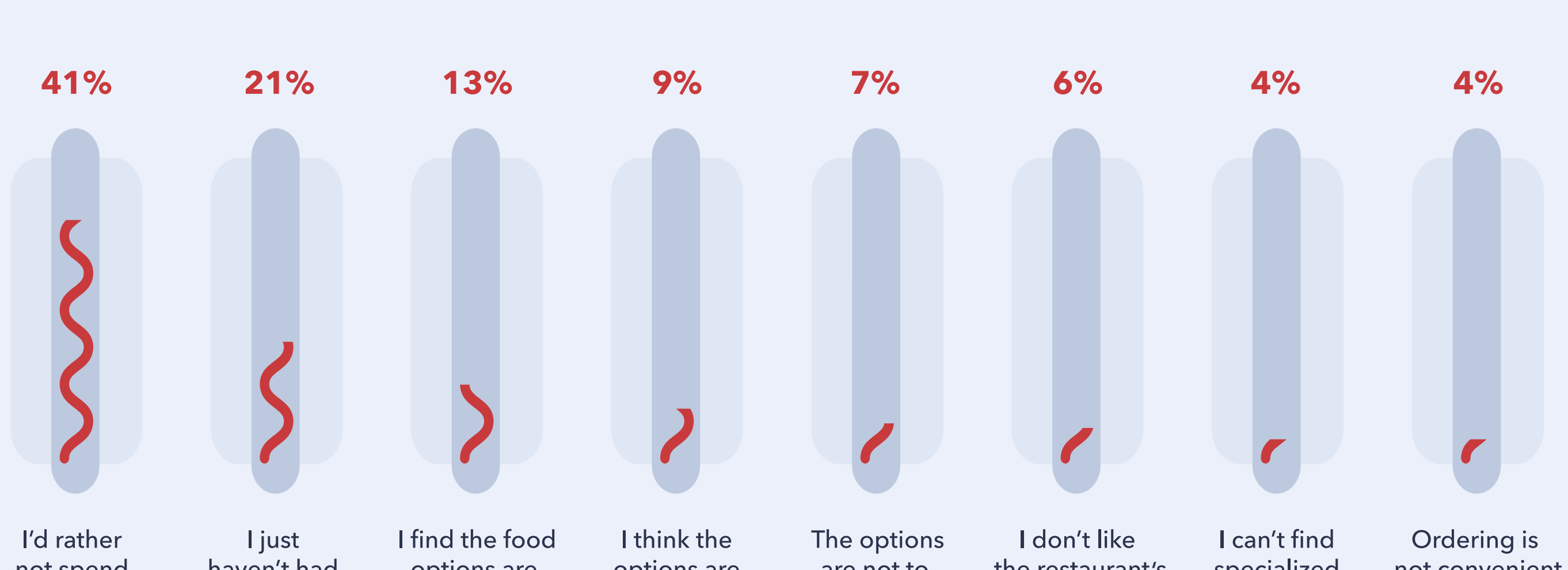


For over 1 in 5 fast food orderers, getting order recommendations based on preferences is important

Better customer service is more important in the U.S. than the UK (47% vs. 33%)

## And for those who say they haven't recently eaten at QSR's, the main reason is cost

% of internet users who say the following is why they haven't eaten at QSR's in the last month



The top reason for not eating at QSR restaurants is due to cost. Just 13% say it's for health reasons and even less say it's because of low quality food