

The fast food industry in 2021

GWI.

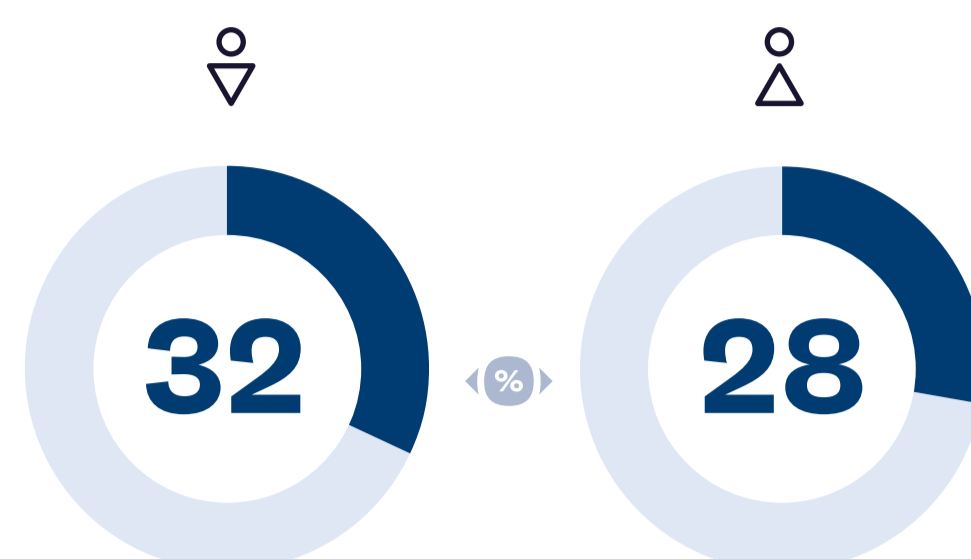


Profiling global fast food eaters

Fast food eaters are most likely to be male millennials, with a high concentration residing in North America

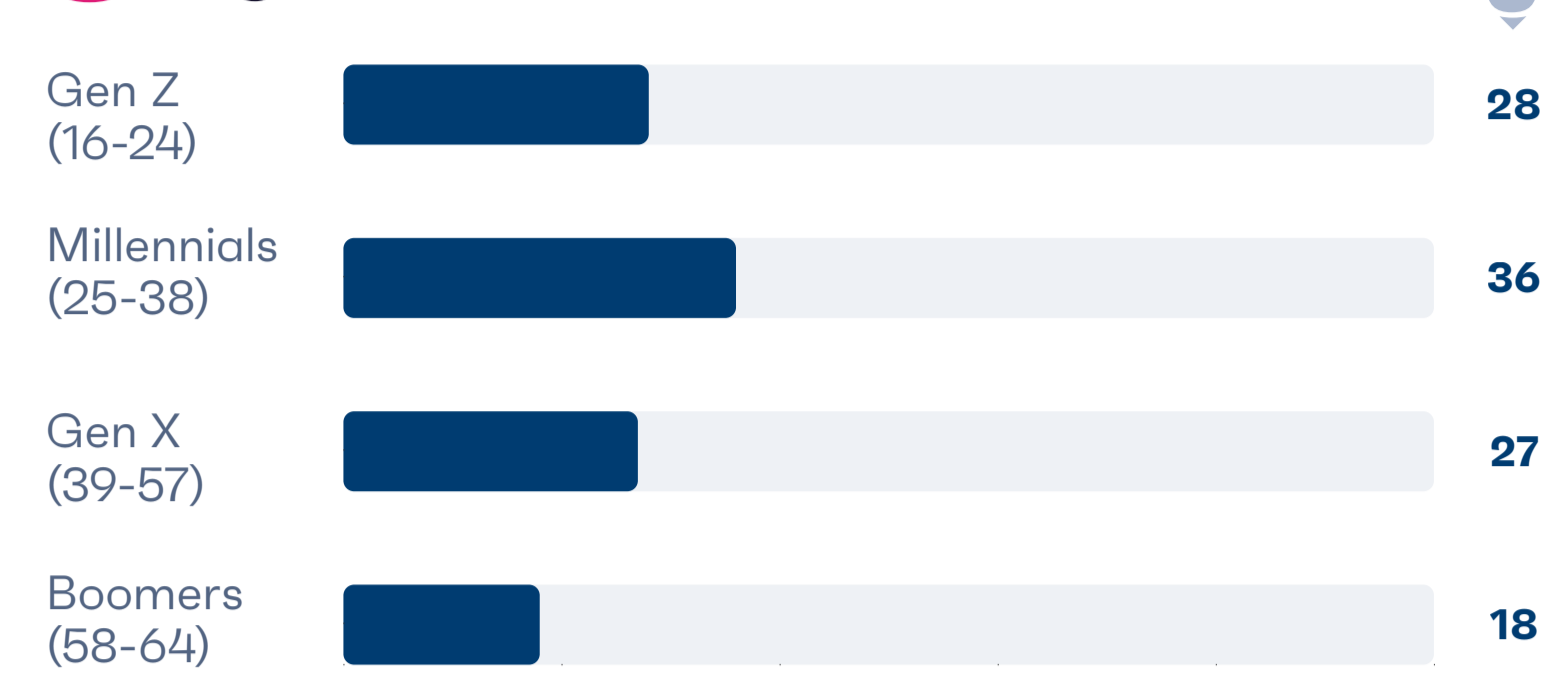
% within the following groups who eat fast food weekly

Gender



Click these icons to explore data on our platform

Age



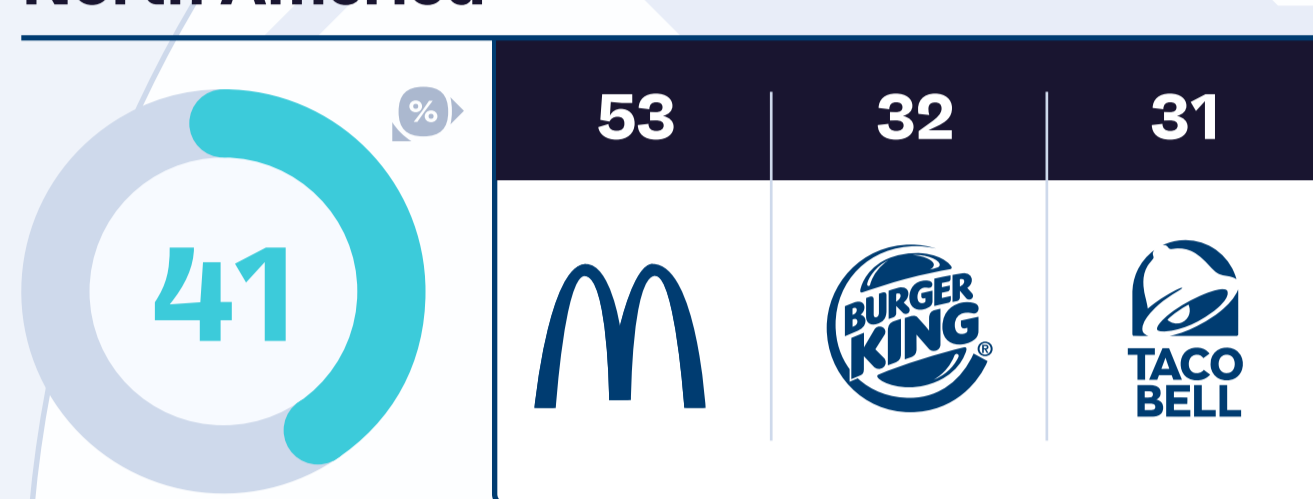
Fast food by region

Key: % in the following regions who eat fast food weekly

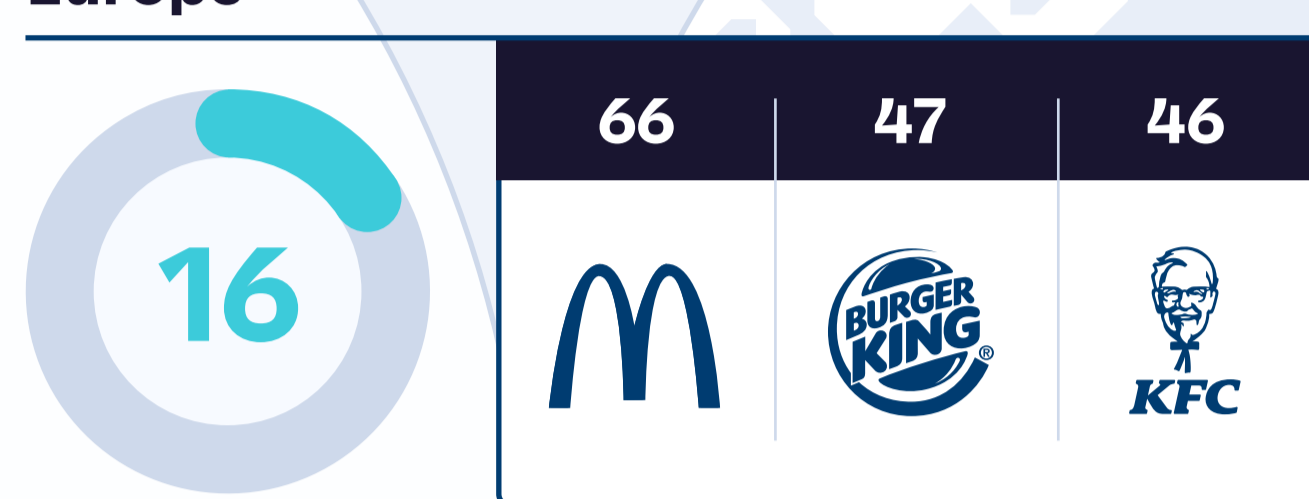
Region

% of fast food eaters who visit/buy something from the following on a monthly basis

North America



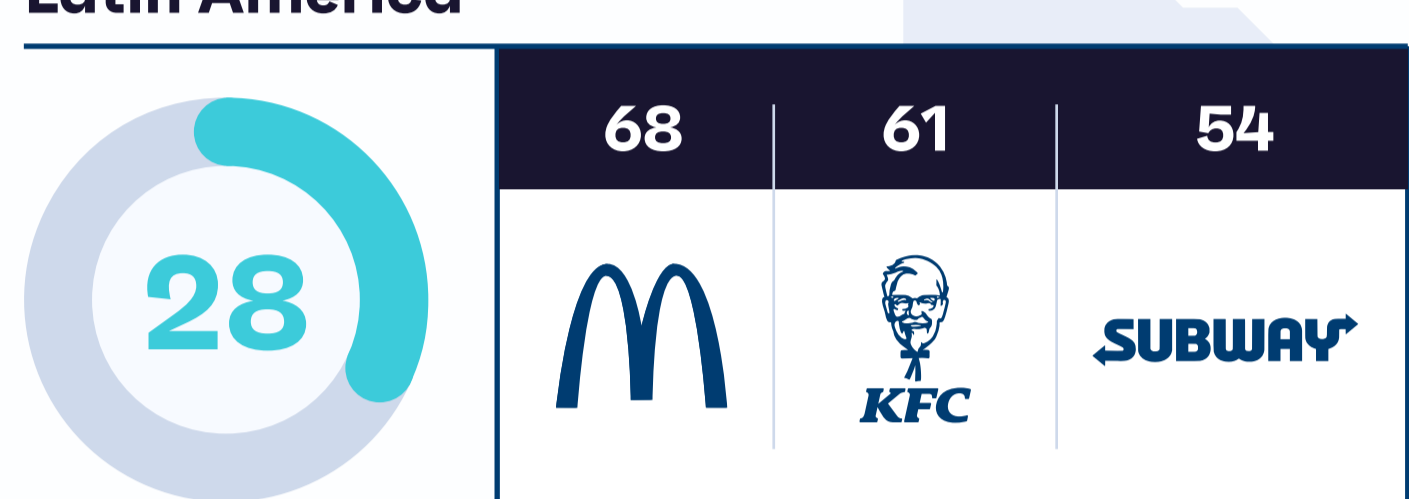
Europe



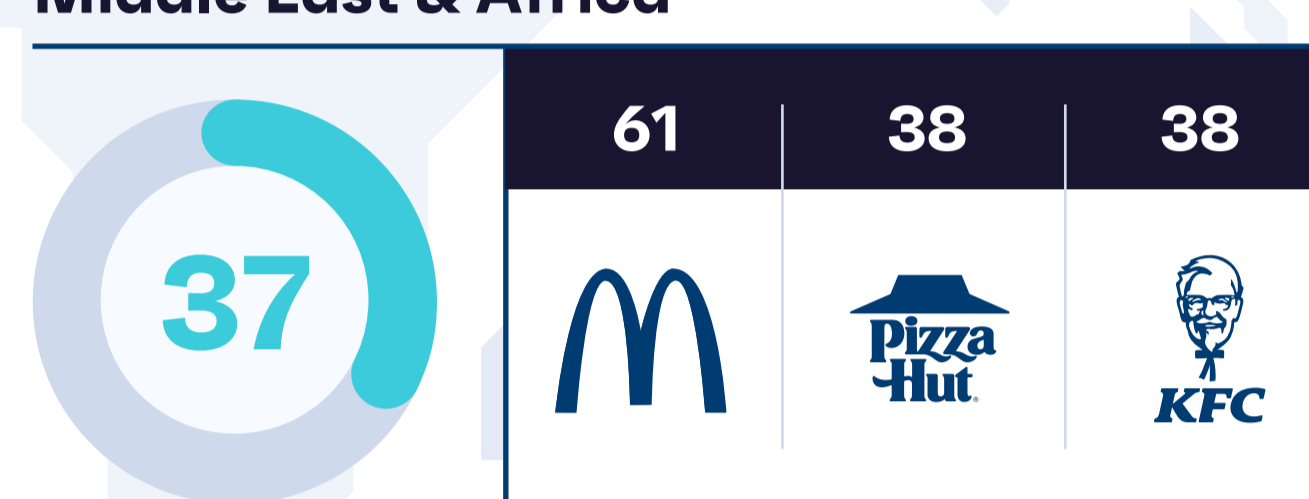
Asia Pacific



Latin America



Middle East & Africa



Compared to the global average, fast food eaters are more likely to...

...go to a gym at least 2-3 times a week

...say they tend to buy premium versions of products

...say they're interested in vegan food

Index

1.53

1.40

1.20

Average internet user (Index 1.00)

Restaurants that have seen their monthly visitation figures rise year-on-year

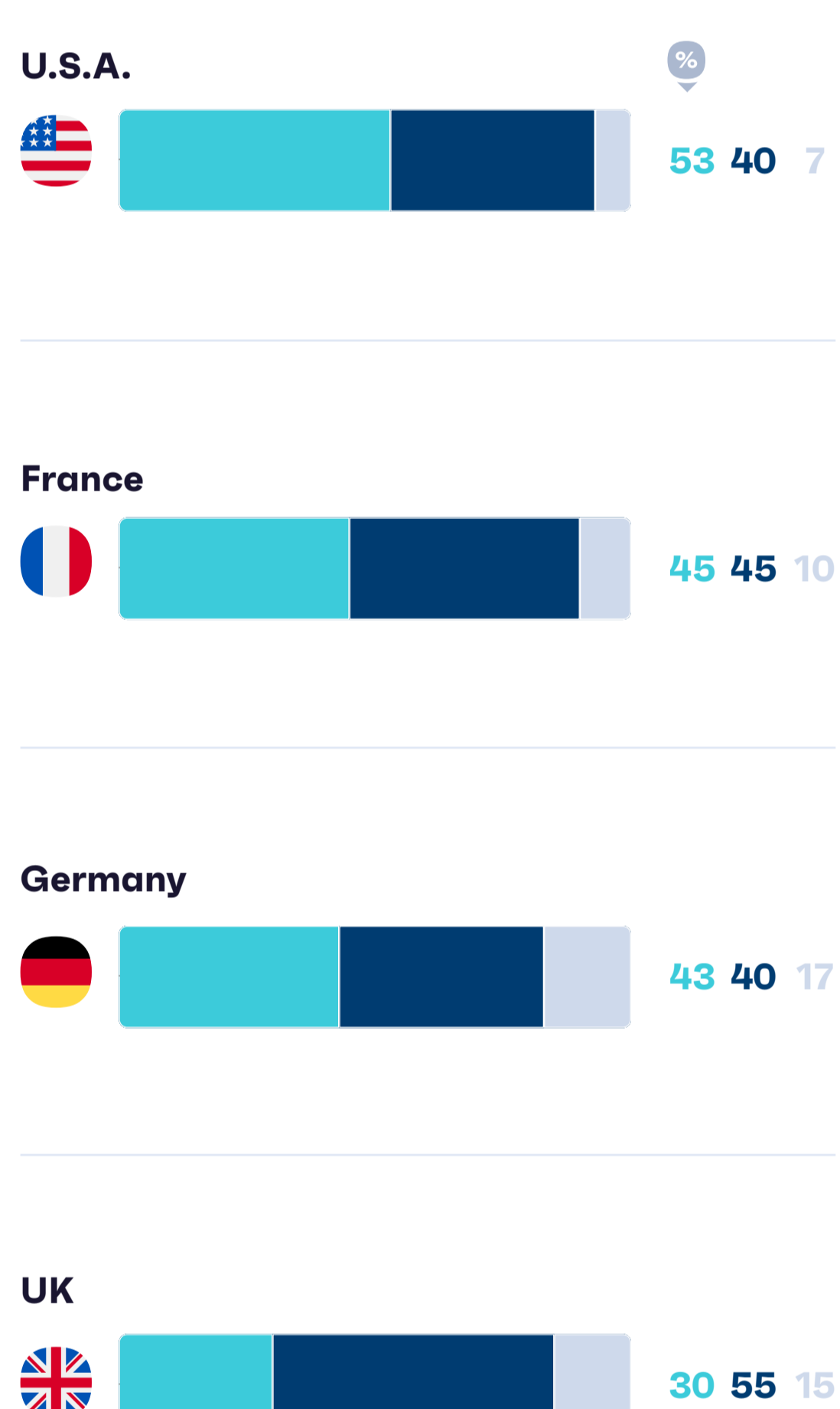


Changes in the fast food space

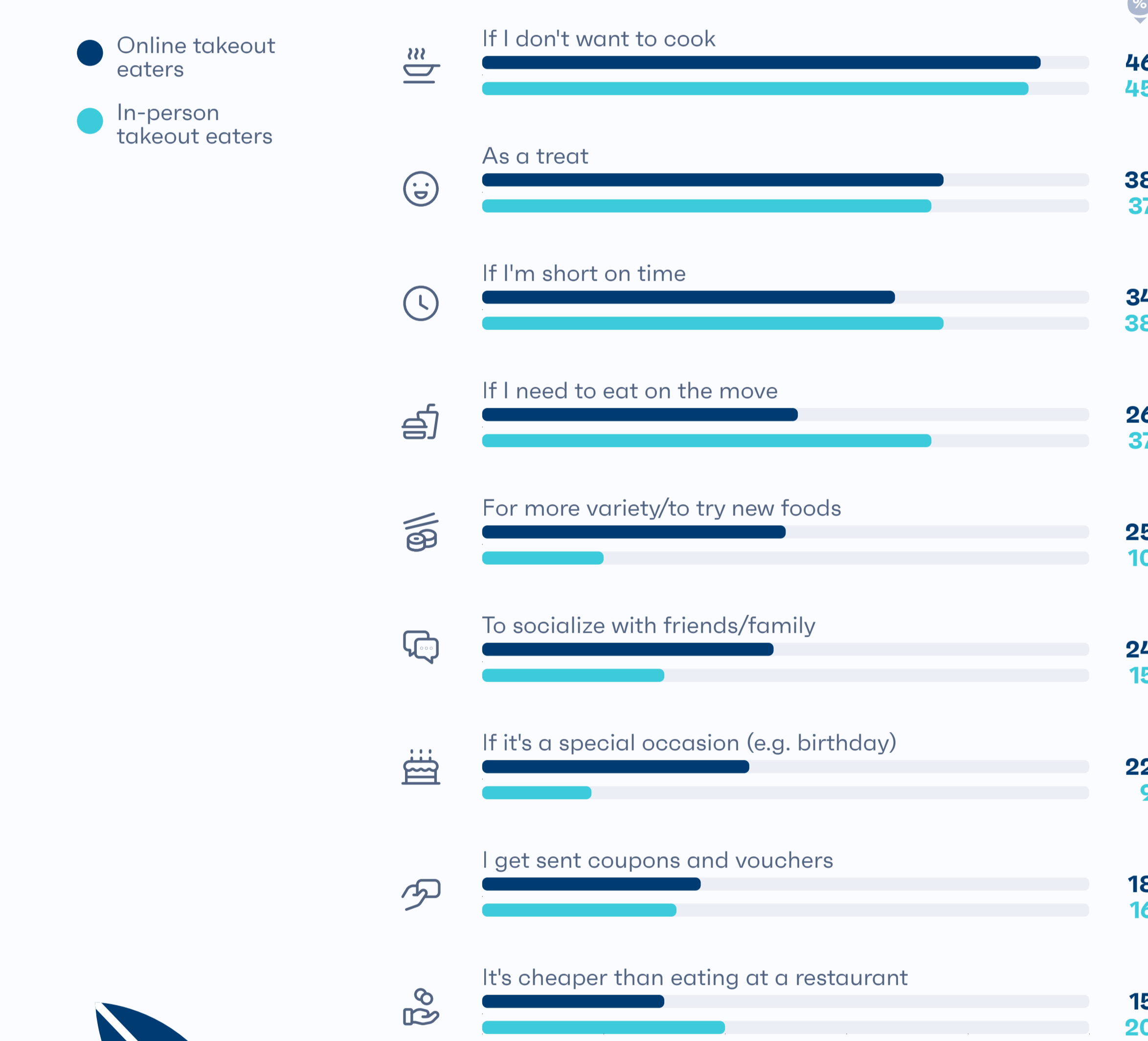
Online channels have stepped up to the plate

% of takeout eaters who usually order in the following ways

At the restaurant | Online | Over the phone

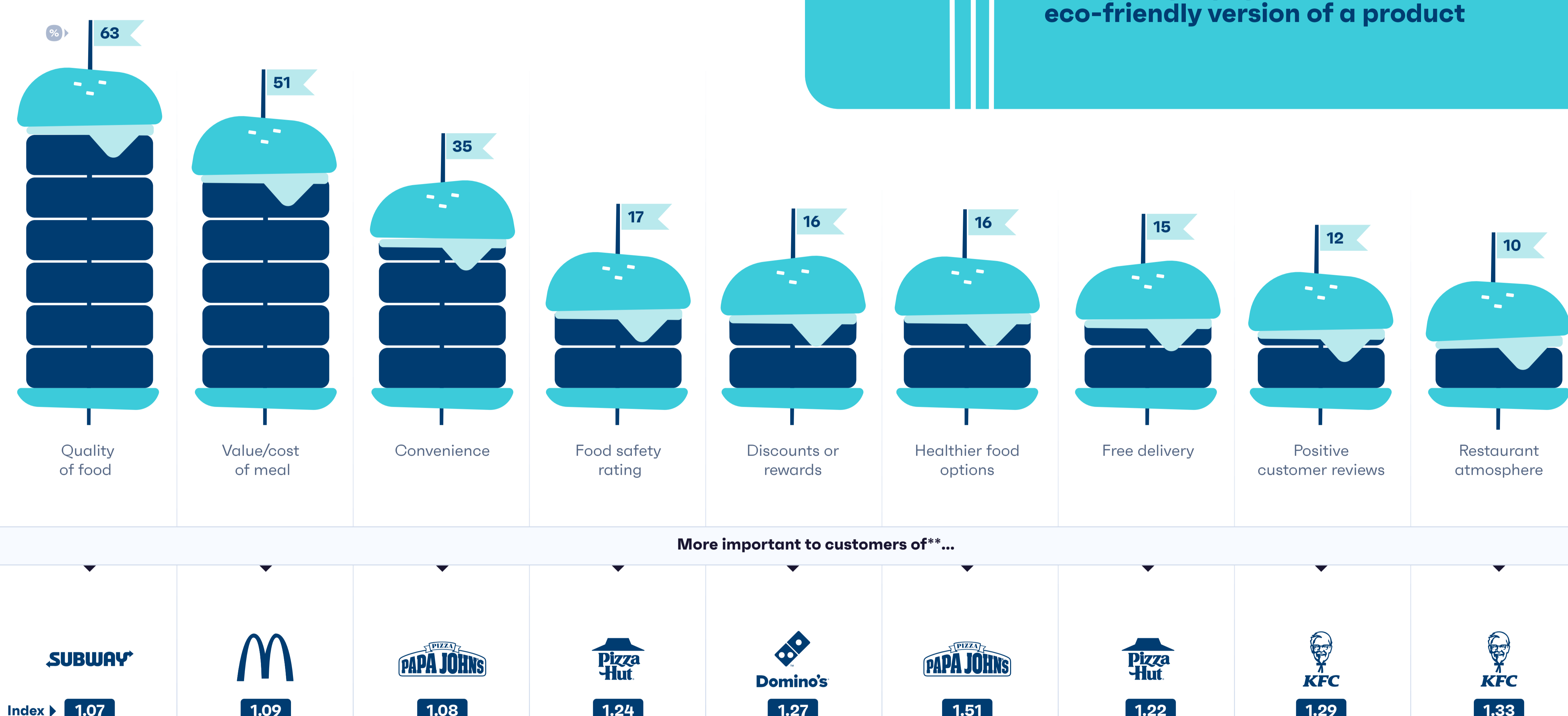


% in each group who say the following are their main reasons for ordering fast food



The leading factors when choosing a fast food outlet

% of takeout eaters who say the following factors are most important when choosing a restaurant

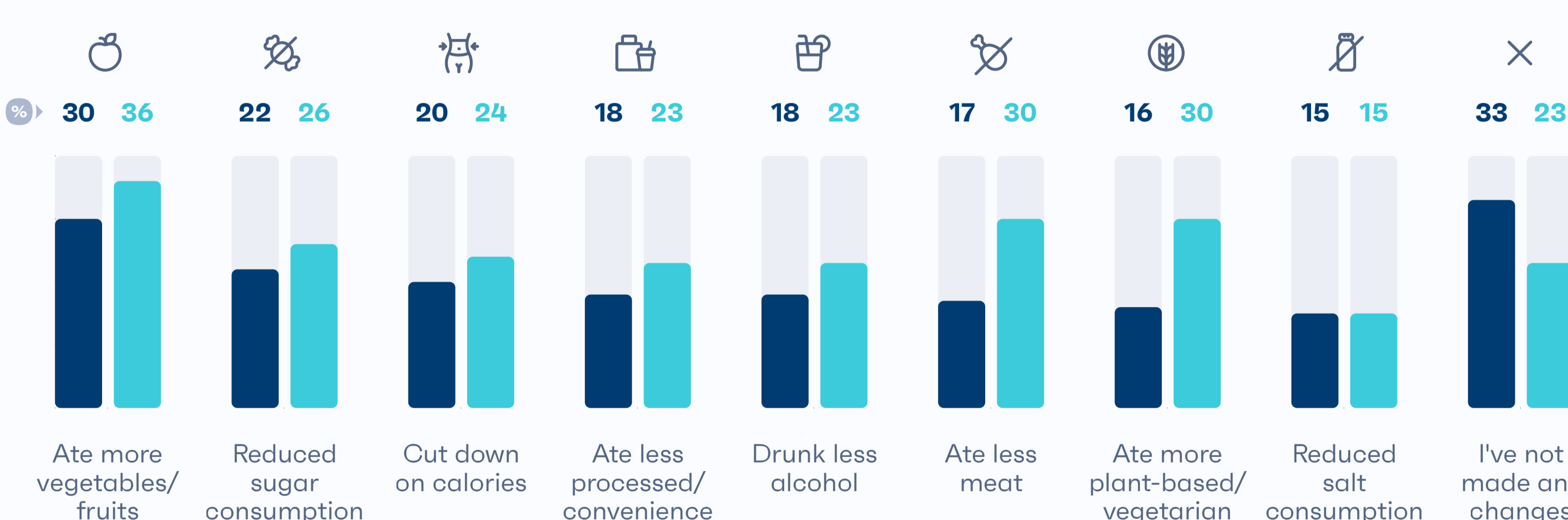


Online takeout eaters are 20% more likely than in-person orderers to say they'd pay more for an eco-friendly version of a product

Many good intentions are becoming a reality

% of takeout eaters who've made the following changes to their eating habits in the past six months

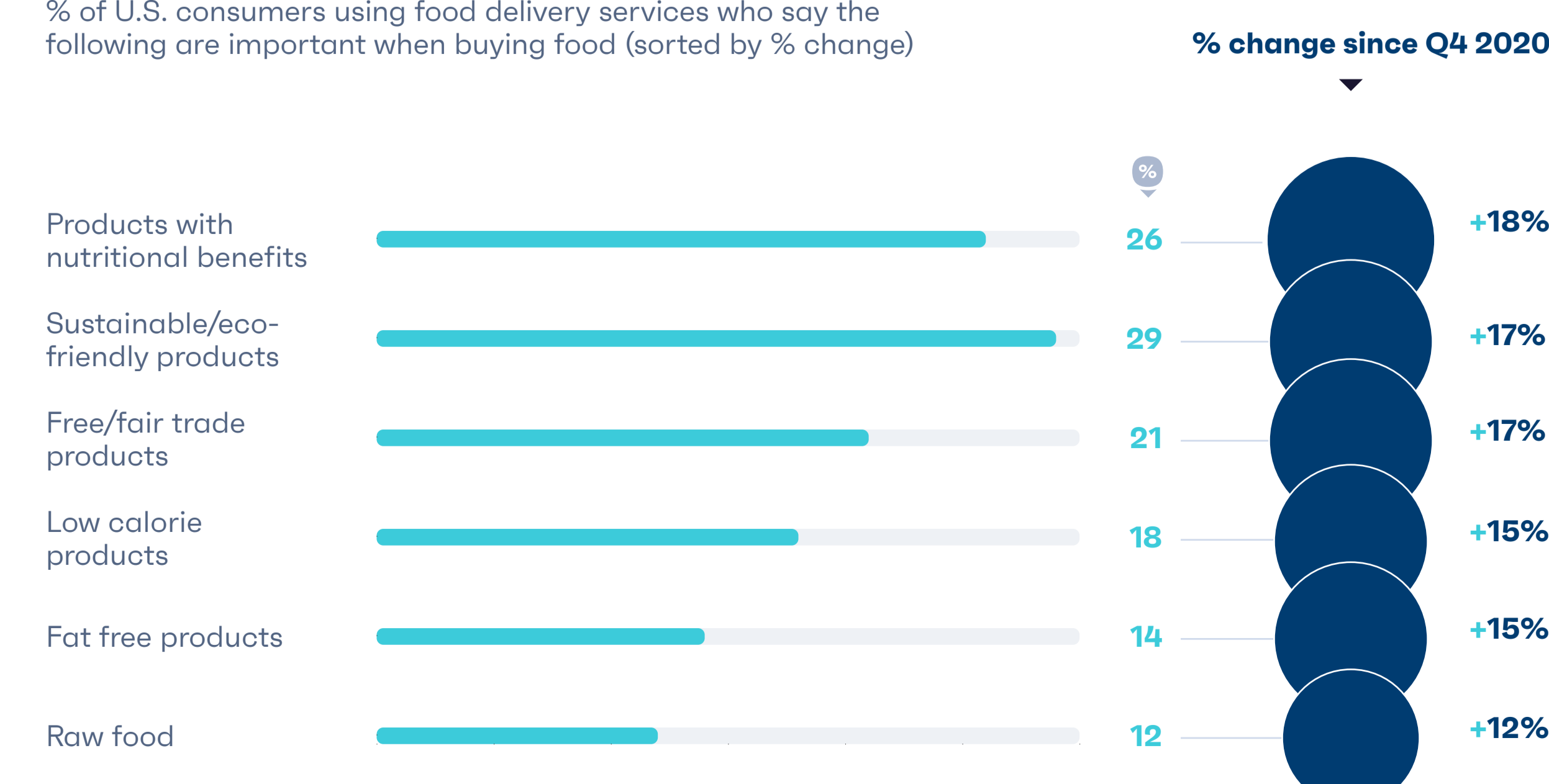
All takeout eaters | Interested in vegan/vegetarian food



Two-thirds of takeout eaters have made a positive change to their diet in the last six months

There's increased demand for 'wholesome' and sustainable food

% of U.S. consumers using food delivery services who say the following are important when buying food (sorted by % change)



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* via the restaurant's website/app and third-party websites/apps

** This compares customers of the top 8 QSRs worldwide: McDonald's, KFC, Burger King, Pizza Hut, Starbucks, Domino's, Subway, and Papa John's

Methodology: This infographic uses our Q1 2021 Core research, with a sample of 35,367 consumers aged 16-64 who eat fast food weekly across 47 markets. It also features our May 2021 Zeitgeist data among takeout eaters in the U.S. (1,888), UK (1,633), France (773), and Germany (728). Finally, it draws upon our GWI USA dataset, among 3,435 (Q4 2020) and 3,758 (Q1 2021) consumers who use food delivery services.