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# Restaurant Scene 2021: Consumer Trends

The findings presented in this report are based on independent research conducted by Untold Insights in July 2021 and January 2021. The analysis includes consumer sentiment from 4000+ consumers in Australia, Mexico, the UK and the US.



# Setting the scene: Restaurants in 2021

Customers are keen to get back to the restaurant experience

% who intend to dine at restaurants monthly once they reopen

Summer  
2020

59%

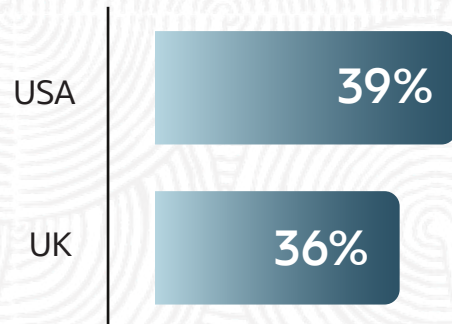
Spring  
2021

78%

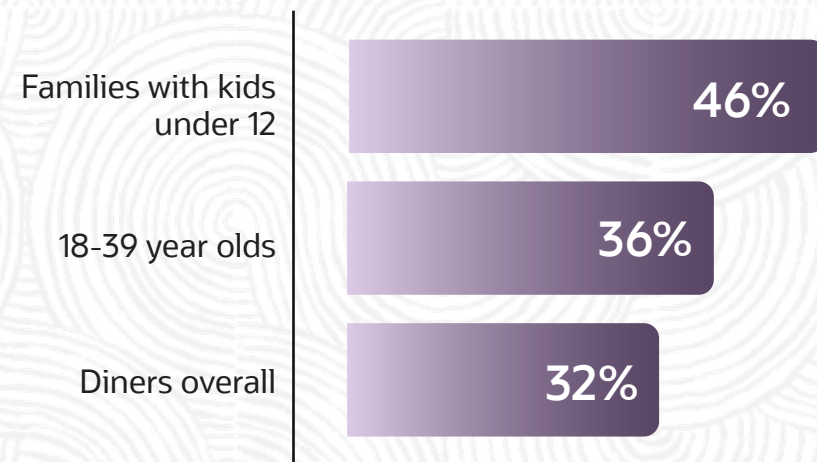


# During 2020 customers felt a renewed sense of loyalty and connection to their favorite restaurants

% who ordered from local independents more frequently in 2020



% who said they became more loyal to restaurants during stay at home orders



# Dining in: New rules of engagement

Restaurants need to be sensitive towards what consumers are willing and not willing to accept

## Customers support

Don't mind cancellation fees

79%

Don't mind if restaurants limit reservation windows

70%

## Customers don't support

Object to charging for missing diners from a party

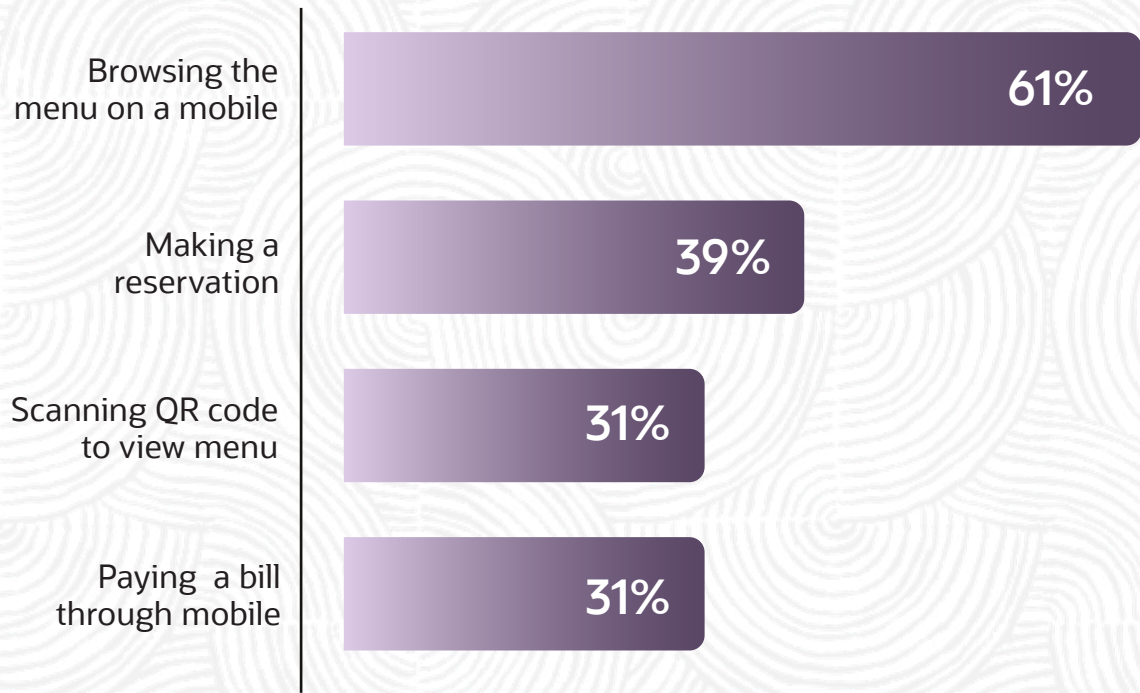
42%

Object to being charged for lingering beyond allotted time

41%

# Customers have shown an increased enthusiasm for mobile interaction with the resaurant they're dining at

% who have used their mobile in the following ways



# Technology is a big part of making the dining experience feel safe and enjoyable



**40% US | 39% UK**  
of consumers would prefer to view  
the menu on a personal device



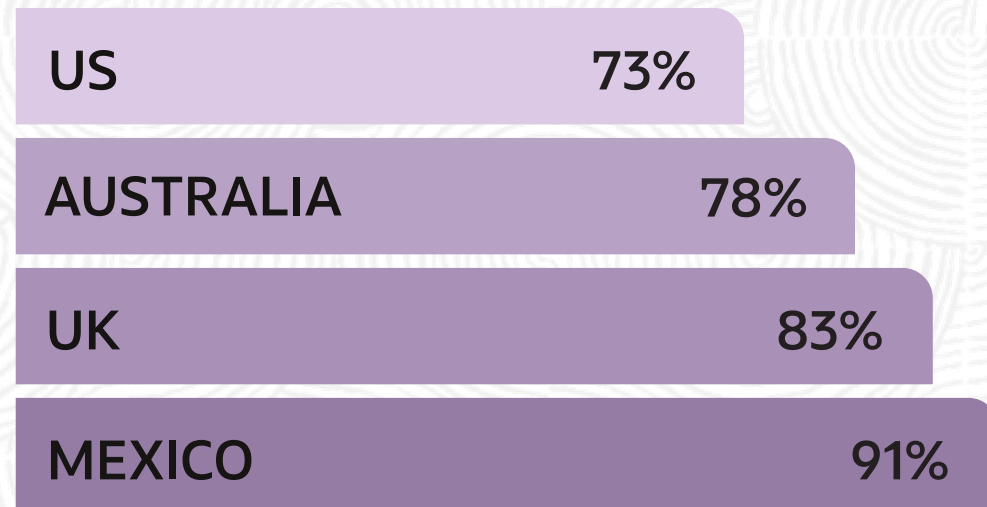
**33% US | 39% UK**  
of consumers would prefer to  
reserve a table in advance on a  
personal device



**35% US | 31% UK**  
of consumers would prefer to  
pay on a personal device

## Consumers are planning to reduce their use of cash

% planning to use less cash or avoid it completely





# Takeout: Consumers are eager to go direct

The majority of consumers still prefer to order takeout directly from the restaurant



of consumers in the US and UK want to engage directly with the restaurant





# Delivery apps are great for discovery but consumers enjoy ordering direct to support local

## Delivery Apps

**42%**

Discover a range of restaurants through delivery apps

**71%**

think delivery apps are good/very good for restaurants

## Ordering Directly

**48%**

Supporting local business

**52%**

think they charge less than 10% fees

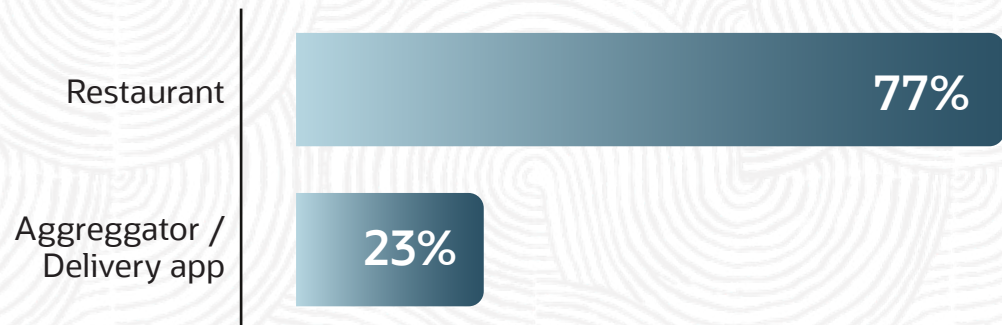
**23%**

don't know who has access to their data

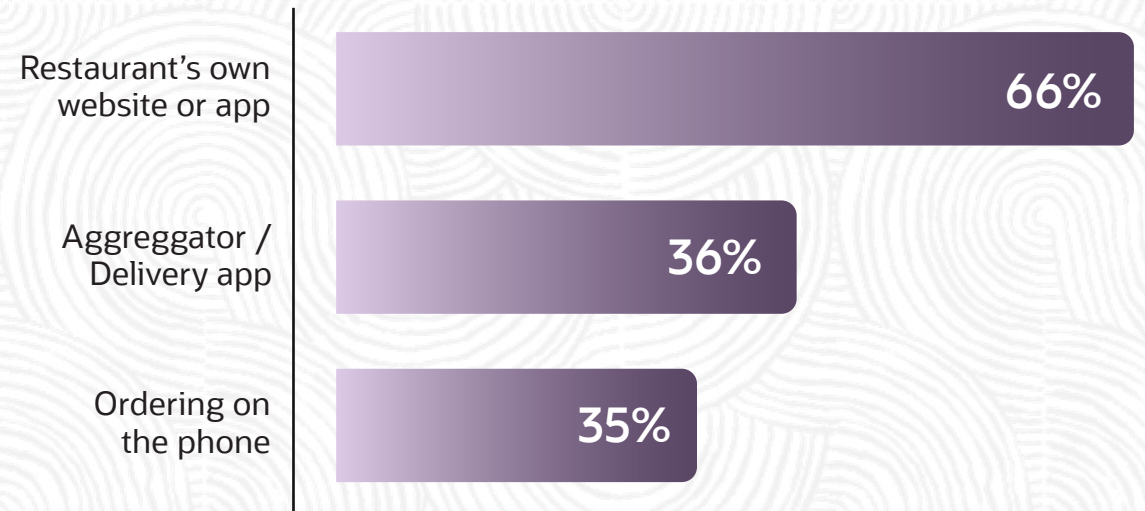


# Outside of discovery, customers clearly indicate that their loyalties lie with the restaurant itself rather than with the app

When ordering takeout using a delivery app, who would you say you are most loyal to?



% who state this as their preferred way to order takeout



## Avoiding a negative takeout experience is essential to drive loyalty



These consumers stopped ordering takeout due to a negative experience



# Consumers want more transparency online

**61%** cleanliness rating



**56%** restaurant location



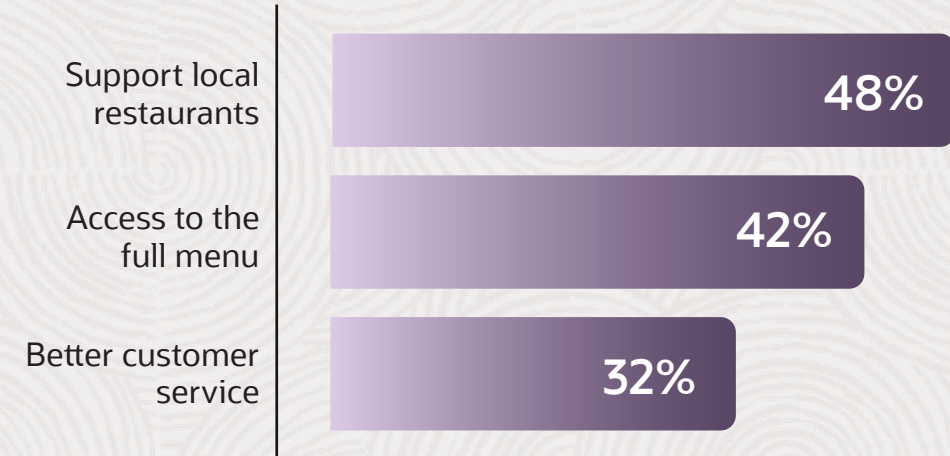
**53%** ingredients / allergens



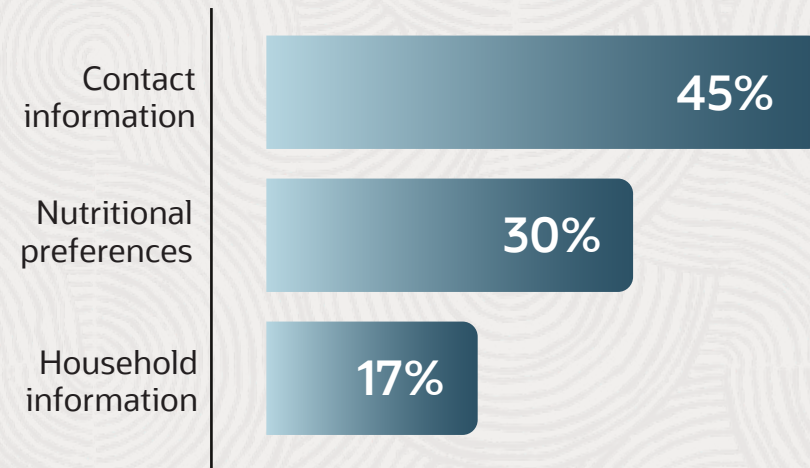
# Personalization: Bridging your data gaps

Offering direct ordering and delivery options means restaurateurs keep hold of customer data, which they can use for personalized offers

## Main benefits of ordering directly



## Data customers are willing to share



## The July 2020 data showed that consumers want to manage their own journey

54%

want to settle the bill on their own device



48%

want to reduce wait times by pre-ordering food and drinks online



46%

want to minimize interactions by reserving a table, ordering and paying on their mobile



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Oracle Food and Beverage is the leading provider of point of sale systems to restaurants, and sports and entertainment venues worldwide. Our open API architecture makes [Oracle MICROS Symphony](#) the industry's most extensible POS, delivered on the world's most secure cloud. International chains, to independent startups rely on Oracle to simplify operations, reduce cost, expand revenue channels, manage business performance, deliver a modern customer experience and grow with confidence.

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