



# Increasing Consumer Traffic in a Competitive Environment

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In today's environment, it can be more challenging to drive consumer traffic. For that reason, operators of all types are striving not only to attract diners, but to develop loyalty and become part of their audience's established habits. Recent research from Technomic provides insights on how to accomplish these important goals.

**Boost your breakfast program,** Breakfast is a growing opportunity, with consumers enjoying breakfast away from home more often than two years ago. Further, **consumers who order breakfast are 0.9% more loyal to an operator** than those that do not!\* And approximately 6 in 10 breakfast consumers order a beverage and food\*\* when they stop for breakfast, offering an **opportunity to boost check average and profits.** To capture the breakfast consumer, recognize the importance of speed and ability for meal to be taken on the go.

**Reward loyalty and deliver exceptional value,** Twenty-two percent of consumers say that the availability of loyalty programs influence their decision to patronize a location, particularly programs that allow them to earn free items. Ultimately, price-sensitivity has not increased but quality sensitivity has. This means you can focus on providing value with special , high-quality ingredients and brands, rather than low prices.

## **Generational shifts require different approaches:**

Gen Z and millennials are now the most influential generations for most segments, and these generations, along with Gen Alpha, have greater expectations for foodservice than the generations that came before. **Focus on the foods with highest consumer appeal including simple comfort foods and the ability to customize.** Customization doesn't need to be complicated; it can include

simple swaps or add-ons like health-focused ingredients, or a choice of flavor or textures through toppings or sauces. And don't forget to check your vibe; younger consumers want ease of service, as well as **entertaining or engaging experiences, such as themed meals or interactive menu items.**

Consumers that enjoy away from home meals with granola as an ingredient have above average satisfaction with their meal, and are likely to spend more on the occasion!\*



\*Source: Technomic Ignite Consumer order insights data, Q4 2023-Q3 2024

\*\*Source: Technomic 2023 Breakfast Multi-Client Study

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