



What Diners Really Want

And How Brands Can Deliver It



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INTRODUCTION:

The New Era of Quick Service

If there's one constant in the restaurant industry, it's that consumer tastes are always changing.

Amid constant change, how can restaurant brands make impactful decisions that keep their brand at the front of customers' minds?

Knowing where tastes are trending is vital.

Are consumers embracing technology? How have recent economic trends shaped dining habits? What keeps customers coming back? Today's diners are more selective, **more tech-savvy, and more demanding** than ever before. They understand that their personal use of technology has the potential to improve their dining experience with brands that are ready for it.

What does that mean for brands? Is now the moment to reimagine your loyalty program, invest more in mobile-friendly ordering, or upgrade your POS? The data in HungerRush's 2025 consumer trends report can help inform those decisions to best determine the needs of your brand.



**of consumers surveyed
visit a QSR at least
once a month.**

1,000

U.S. consumers surveyed in

2025

To compile the HungerRush 2025 trends survey, we polled 1,000 consumers around the U.S. about their dining choices, spending habits, and use of technology to discover what's really driving decision making in today's market. From that data we pulled out six key findings for restaurants that don't want to be left behind in a shifting market.

The data is clear: despite the economic uncertainty of 2025, diners are still spending, but they're more selective about where they spend, and their expectations for quick, reliable service are higher than ever.

Whether you're an independent restaurant owner, a multi-unit operator, or a franchise leader, **understanding these trends isn't just helpful—it's essential** for growth in today's competitive market.

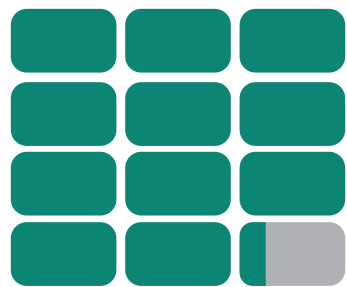


Six Trends Reshaping QSR and Fast Casual

1. Cost-conscious diners crave QSRs.

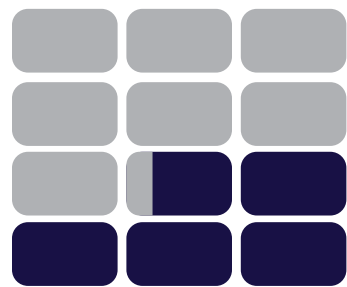
93%

of consumers visit QSRs at least **once a month.**



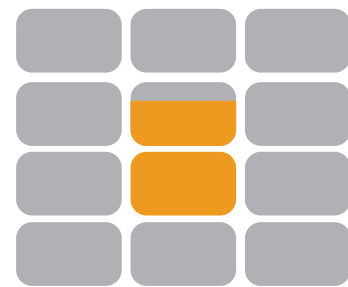
40%

say inflation is causing them to **eat out less.**



16%

are turning to QSRs more often **to save money.**

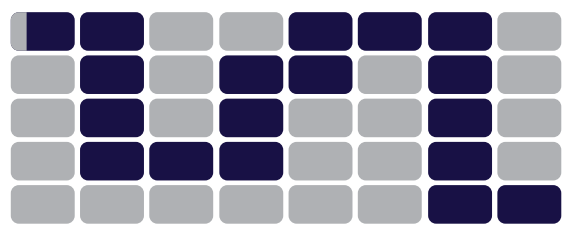


What it means for QSRs

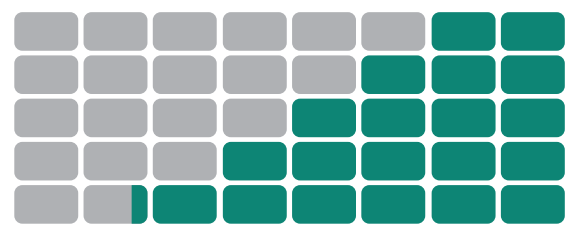
Despite 40% of diners eating out less because of inflation concerns, QSRs remain in demand. Restaurants must offer strong perceived value and a compelling reason for repeat visits among the cost-conscious.

2. Speed is non-negotiable.

93% of diners cite **long wait times** as their top frustration.



51% say they would **use more tech** if it meant faster service.



What it means for QSRs

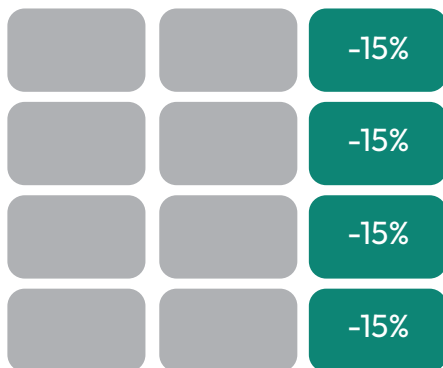
Consistent speed is critical. To reduce potential wait times while meeting customer expectations, operators need to prioritize throughput without sacrificing service quality. Inefficient processes can quickly become a major liability for bringing customers back.

3. Personalization outperforms generic promotion.

57% of diners prefer **customized promotions** based on past orders.



Only **34%** prefer **generic offers**.



What it means for QSRs

Smarter marketing wins. Diners know that a modern POS can remember their order history across locations, and they expect to be recognized and rewarded based on their dining habits.

4. Tech-savvy guests are embracing the mobile experience.

69% want to receive **real-time order updates** and status notifications.

43% see **mobile ordering and pickup** as key improvements.

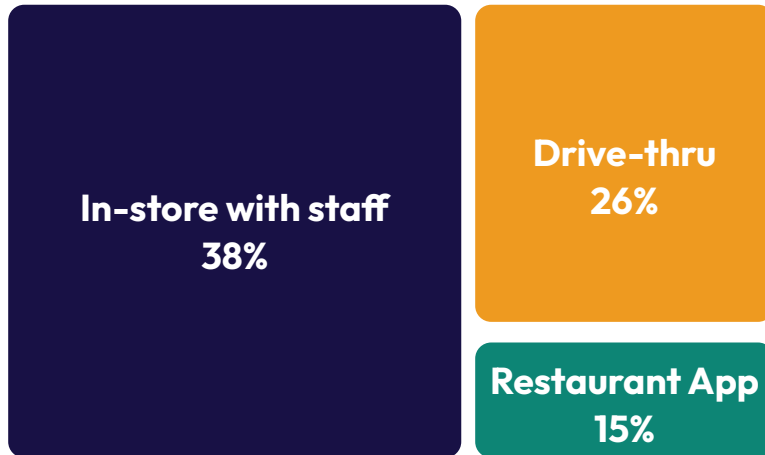
40% prefer **contactless payment**.

What it means for QSRs

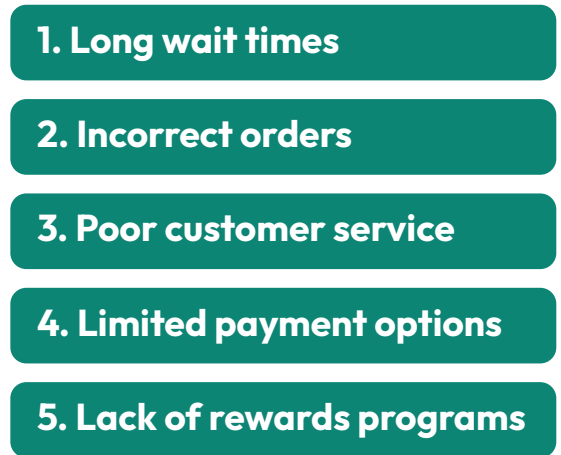
Guests expect transparency and digital ease, not just good food at prices that fit their budget. A seamless experience and ongoing communication are now a crucial part of the guest experience.

5. A great customer experience is built with a tech-enabled team.

Top 3 ordering methods



Top 5 frustrations

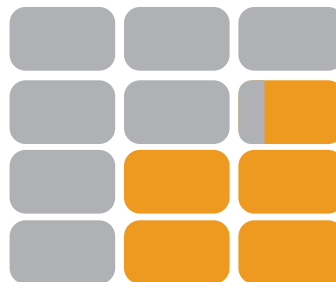


What it means for QSRs

Customer ordering preferences and frustrations show a mix of desire for human interaction and an interest in greater tech enablement. QSRs must blend human service with smart tech. The goal is to empower staff, not to replace them.

6. Building brand loyalty is about more than just points.

40% say loyalty perks would lead them to use more tech.



What it means for QSRs

Loyalty isn't just a program, it's a central piece of a broader tech-enabled customer retention strategy that also includes faster service and seamless ordering and payment options. Together, these lead to improved operational efficiencies and greater guest satisfaction.

Exceeding Consumer Expectations

How can restaurants position themselves to keep up with ever-changing expectations?

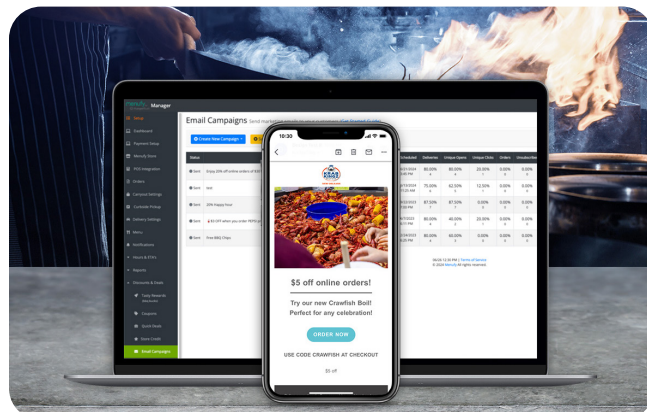
2025 consumer data shows the direction diners' tastes are trending. Sustained success is about recognizing those trends and proactively anticipating the future. Restaurant brands need a partner that can help them build a tech-enabled team ready to stay ahead of the curve.

Designed by restaurant operations experts to provide everything a QSR needs, the HungerRush POS system was made with brand growth in mind. It offers a unified platform ready to exceed customers' expectations today and tomorrow.

The data speaks clearly about what diners want. The HungerRush all-in-one POS system helps restaurants keep customers coming back.

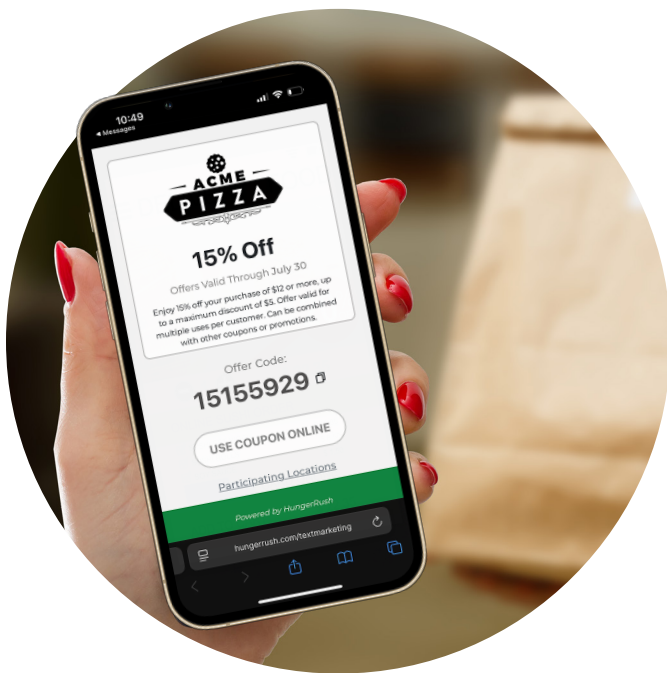
Faster service and shorter wait times

Diners want speed. Optimize kitchen flow, delivery, and order routing via integrated kitchen display system (KDS), and driver management with real-time switching between restaurant drivers and third-party drivers as needed.



Personalized marketing tools

Smarter marketing is crucial. HungerRush's Marketing 360 supports text marketing and customer feedback. Our loyalty engine and unique consumer offer codes allow brands to track redemption and learn consumers' buying habits. This means less work for the restaurant and deeper insights on what customers want.



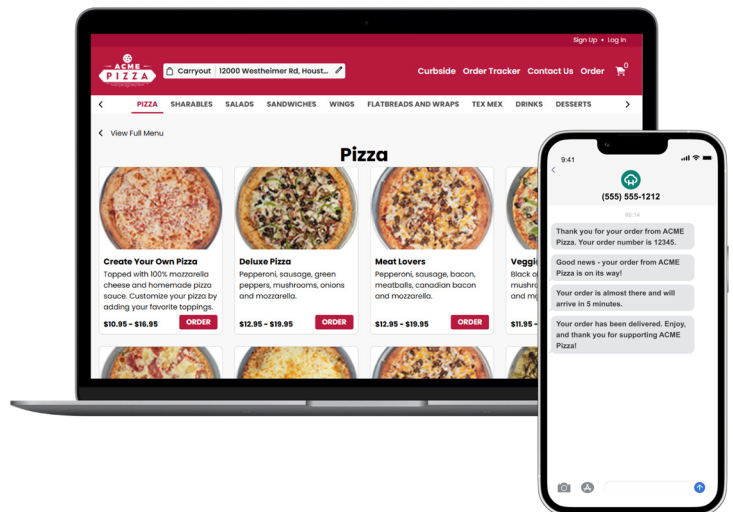
**of diners
prefer
customized
promotions.**

Flexible loyalty options

Diners prefer customized loyalty offers. Banked points and flexibility in loyalty offerings provide customers the ability to choose their reward rather than receive the same loyalty offer time and time again.

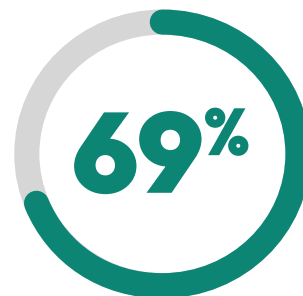
Omnichannel ordering experience

Consumers want to order their way. Whether it's in-store, online, or mobile, every order flows through one system — no silos. We have full integrations for all three of the most popular online ordering marketplace aggregators (GrubHub, Uber Eats, DoorDash). Our custom websites and modern online ordering interface drive commission-free ordering to increase your order size and your online ordering margins.



Real-time order status notifications

Customers want communication. Keep customers informed across dine-in, pickup, and delivery. Reduce anxiety and support calls while enjoying a substantial reduction in order errors. You'll have happier staff, satisfied guests, a more organized restaurant pickup area, and cost savings!



**of customers
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Staff empowerment

Equip teams with intuitive tools that reduce training time and improve order accuracy. HungerRush experts will be onsite to install your tech and train your team. New users report learning the system in under a day. Plus, its flexible "conversational ordering" allows staff to edit orders on the fly easily without making guests slow down or repeat the order. Smart, fast, and hassle-free.

The Future of QSR Belongs to the Prepared

The six trends we've identified aren't just passing fads—they represent fundamental shifts in consumer behavior that will only intensify in the coming years. Restaurants that recognize and adapt to these changes will thrive, while those that resist will struggle to compete. To build a lasting competitive advantage, restaurants need to invest in modern, guest-first technology.

The data is undeniable. QSRs and fast-casual restaurants remain in high demand, with 93% of consumers visiting at least monthly.

And today's diners are willing to embrace the technology that enhances their experience, but they still value human connection. The challenge for brands is meeting elevated expectations for **speed, personalization, technology integration, value, and human connection.**



The HungerRush POS provides a unified platform designed to address every one of the consumer demands identified here through integrated solutions enhancing both guest experience and operational efficiency. From faster service and personalized marketing to real-time updates and omnichannel ordering, HungerRush empowers restaurants to exceed the demands of 2025 and beyond.

The future of quick-service and fast-casual dining belongs to restaurants ready to embrace this new reality and invest in technology that puts the guest experience first. The question isn't whether these trends will continue—it's whether your restaurant will be ready to capitalize on them.

Unlike other vendors that claim to have an all-in-one POS, only HungerRush provides a natively integrated POS system with everything you need to handle orders, drive customer loyalty, track deliveries, manage inventory and labor, and report on all restaurant activities.

Get a demo today.



About HungerRush

HungerRush is a leading cloud-based technology provider transforming the restaurant industry with innovative software and hardware solutions. Its all-in-one point of sale (POS) platform offers restaurants an advanced order capture and payments system, digital ordering, delivery management, restaurant operations tools, marketing automation, and customer engagement applications. Designed to enhance efficiency, streamline operations, and drive revenue growth, HungerRush supports restaurants of all sizes with the technology and services to adapt to evolving consumer demands and thrive in a competitive market. **Visit us at HungerRush.com**

