

# Drive thru visits and spend have been getting a boost



## Britain's drive-thrus grow in popularity during Covid-related tiering & lockdowns



2,000 outlets

T3M Nov 2020

**£723m**

12% of total QSR spend

- As eat-in options have closed, drive thru lanes have benefited from customers switching order channel
- Key drivers of growth also include record levels of online retail sales (meaning more delivery traffic) & consumers seeking the safety of their cars
- Dinner & treating occasions were key beneficiaries as consumers looked to relieve the boredom of November's lockdown

T3M Nov 2020

**+45%**



Spend vs. LY

**+11%**



Visits vs. LY



- For QSR and coffee chains, drive-thru offers a distinct area of growth to help compensate for reduced footfall on high streets
- Expect to see ongoing investment in drive thrus & menus to expand beyond traditional food and drink to other cuisines

Month of Nov 2020

**+73%**



Spend vs. LY

**+27%**



Visits vs. LY

T3M Nov 2020

**+16%**



Higher than average cheque