



FSM Digital Disruption Report Now Available

The expanding digitization of the Foodservice industry is bringing about rapid change in a market already well positioned for growth. Currently, almost one in five items consumed in Canada (19%) is sourced from an out-of-home channel and this share has increased over 3% since 2016.

Driven by the proliferation of off-premise dining, consumers, increasingly accustomed to shopping online through apps or websites, with maximum convenience and transparency, expect the same experience when it comes to ordering in.

Ipsos' new Digital Disruption Report explores how mobile order technology is re-shaping the Foodservice industry particularly as the desire for quick and easy is increasingly matched by an unwillingness to sacrifice diversity in choice, quality, experience and personal health needs.

Report Scope:

Ipsos' FSM daily tracking explores the evolving nature of digital ordering channels broken out by online, mobile, delivery and pick up within the two tiers for online food/beverage delivery/takeout including:

- Third Party Aggregators
- Direct from Restaurant Operators

Questions addressed in the report will enable an up-to-date accurate evaluation of current on-line strategies together with setting the stage for future decision-making, including:

- How has the digital order channel evolved in the last year?
- What if any impact is it having on the foodservice market?
- How is on-premise and off-premise traffic shifts being impacted?
- What are the potential future implications on the channel divide between FSR and QSR operators.

- Which operators are winning in this realm?
- Is this providing incremental sales/traffic or is it cannibalizing current performance?
- How are consumers of this channel unique? By generation, daypart, items ordered, urban/rural breakdown, reward/coupon redemption, etc.

Data Source:

Ipsos FSM is a daily tracking that captures what 36,5000 individuals ate or drank yesterday at a foodservice establishment. We capture behaviours through an on-line diary related to industry size and channels, visit details, party dynamics, menu choice, demographics, and reasons for visit among many other metrics. Tracking commenced in 2014.

Time Period:

Latest 12 Months to August 2018 with trend

Deliverable:

PowerPoint Report with one hour presentation of findings. Additional detail tailored to users immediate business issues on this subject.

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