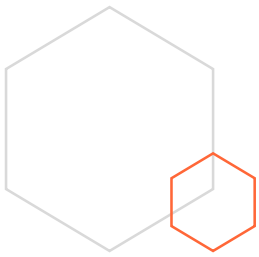




# roamler

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FAST FOOD



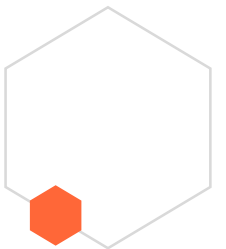
## INTRO

Although most of us are aware that fast food is not always the healthiest option, we all definitely enjoy a good fast food meal from time to time. Well, the good news is that with January (and most of New Year's resolutions) behind us, we can feel a little less guilty when doing so.



For this reason we asked our large community of mobile users to tell us more about their fast food habits.

Curious to learn how Europeans purchase and consume fast food? Read all the findings in our latest [Consumer Report](#).

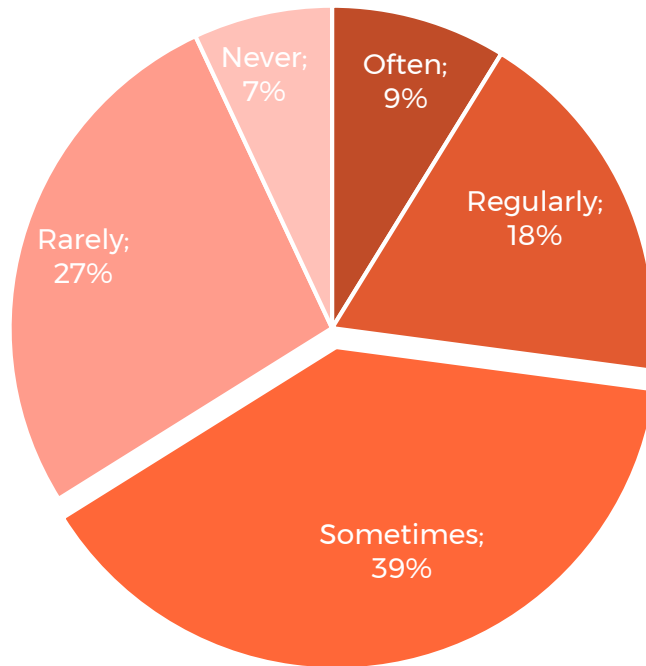





# FAST FOOD ENJOYED THROUGHOUT EUROPE

Only **7%** of Europeans never eat fast food. Most Europeans (**39%**) say to “sometimes” indulge in a fast food meal, whilst **9%** of them eat fast food “often”.

HOW OFTEN DO EUROPEANS  
EAT FAST FOOD?



## TOP 4 REASONS NOT TO EAT FAST FOOD

- 
- 1 – “I think it’s unhealthy” **...73%**
  - 2 – “I prefer home cooking” **...40%**
  - 3 – “I think it’s too greasy” **...39%**
  - 4 – “It contains heavily processed foods” **...36%**

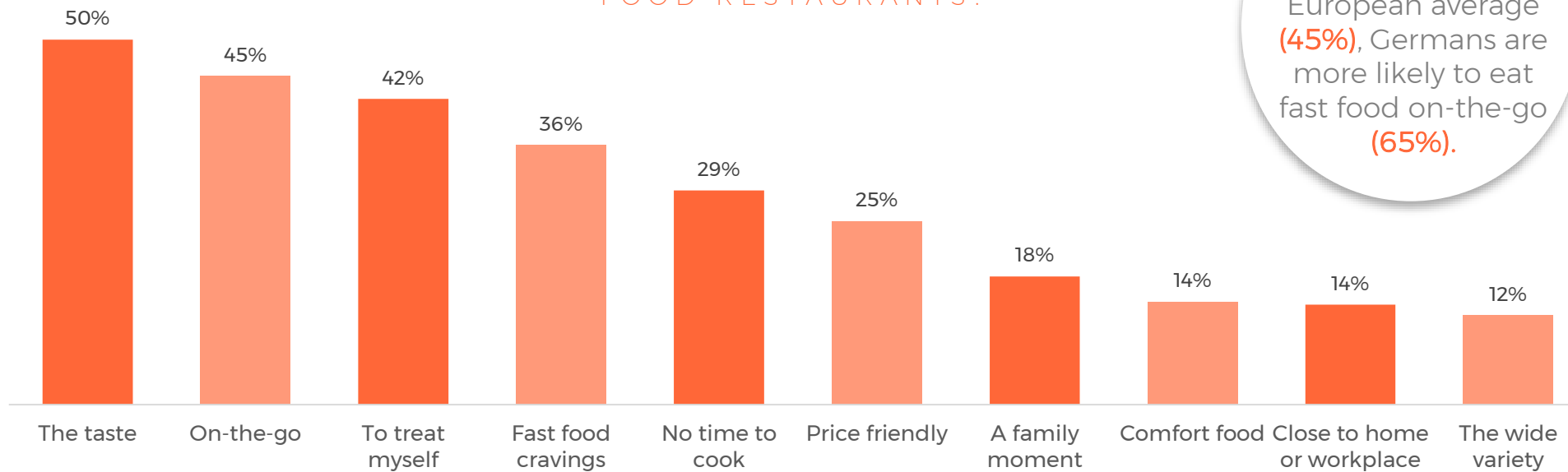




## WHY FAST FOOD?

50% of Europeans choose fast food because of its taste. Other popular reasons include the convenience of eating “on-the-go” (45%) and the pleasure of occasionally “treating oneself” (42%)

### WHY DO PEOPLE EAT FAST FOOD IN FAST FOOD RESTAURANTS?



#### FUN FACT

Compared to the European average (45%), Germans are more likely to eat fast food on-the-go (65%).





## HOW OFTEN DO WE EAT FAST FOOD?


Most Europeans eat fast food less than monthly (31%), followed by “monthly”, with 19%. In the UK, fast food is eaten most often, as 34% of Brits eat fast food at least weekly.



Fast food at least weekly	
<b>UK</b>	34%
<b>France</b>	27%
<b>Spain</b>	25%
<b>Germany</b>	20%
<b>Netherlands</b>	13%
<b>Italy</b>	13%
<b>Belgium</b>	12%



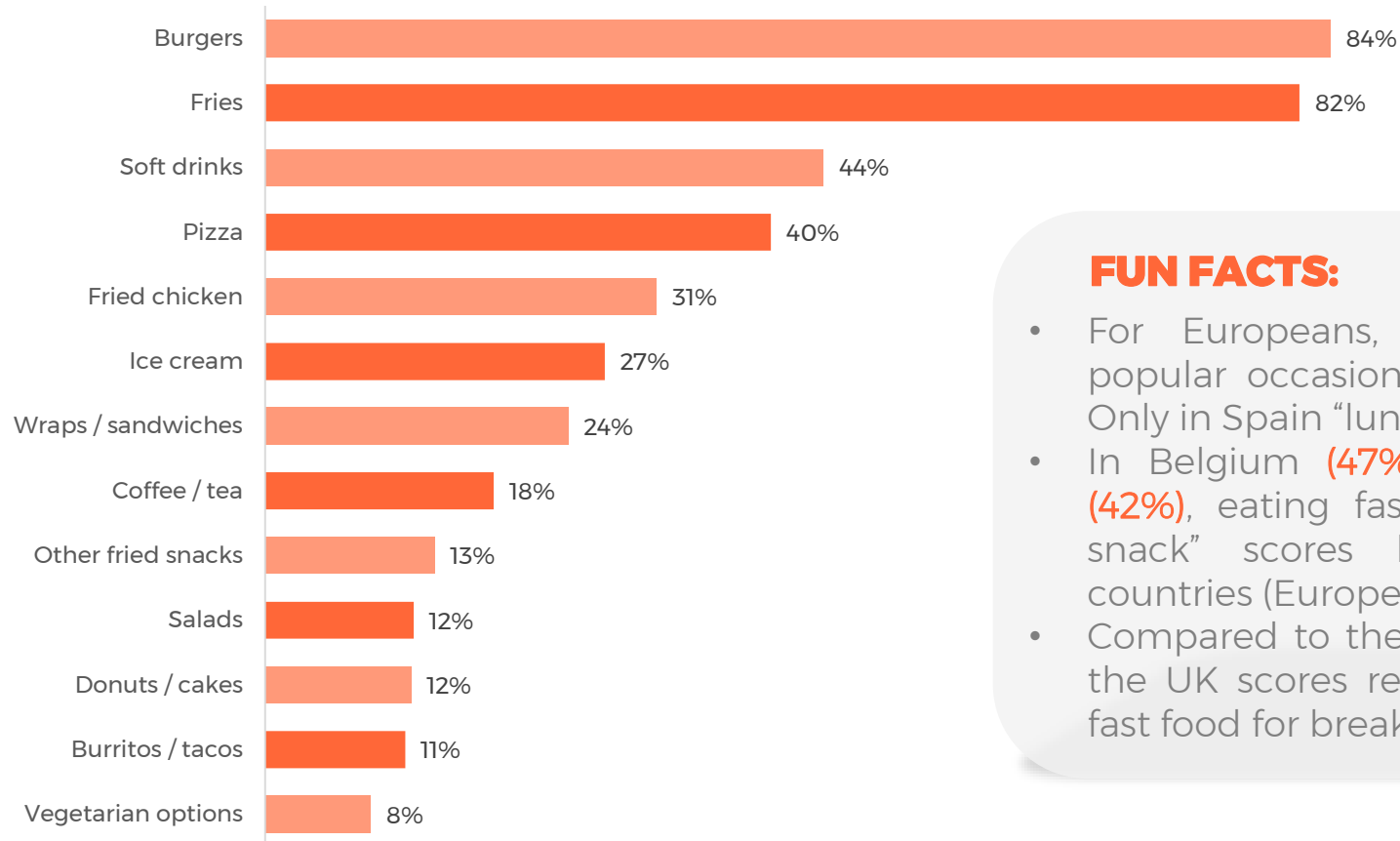
### CHANGING **FAST FOOD** HABITS?



65% of those who consume fast food once or more times a week, feel the desire to switch to healthier options. 35% doubt their ability to do so and question whether they would succeed.

# EUROPEANS LOVE BURGERS & FRIES

With **84%** of preferences, a burger is the most popular fast food in Europe, followed by fries (**82%**) and soft drinks (**44%**).



## FUN FACTS:

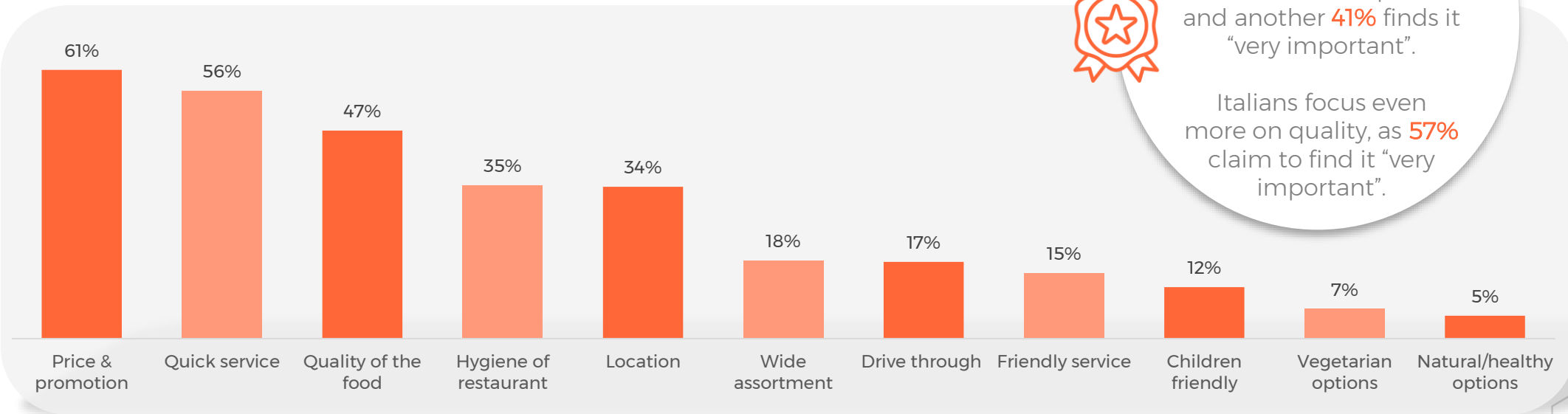
- For Europeans, “Dinner” is the most popular occasion to eat fast food (**69%**). Only in Spain “lunch” is more popular.
- In Belgium (**47%**) and the Netherlands (**42%**), eating fast food as a “late night snack” scores higher than in other countries (European average is **22%**).
- Compared to the European average (**6%**), the UK scores remarkably high in eating fast food for breakfast (**19%**).



# PURCHASE DECISIONS

Price and promotion (61%) are the most important factors in the purchase decision. Receiving quick service (56%) and the quality of the food (47%) follow right after.

## FACTORS THAT INFLUENCE THE PURCHASE DECISION



### FUN FACT



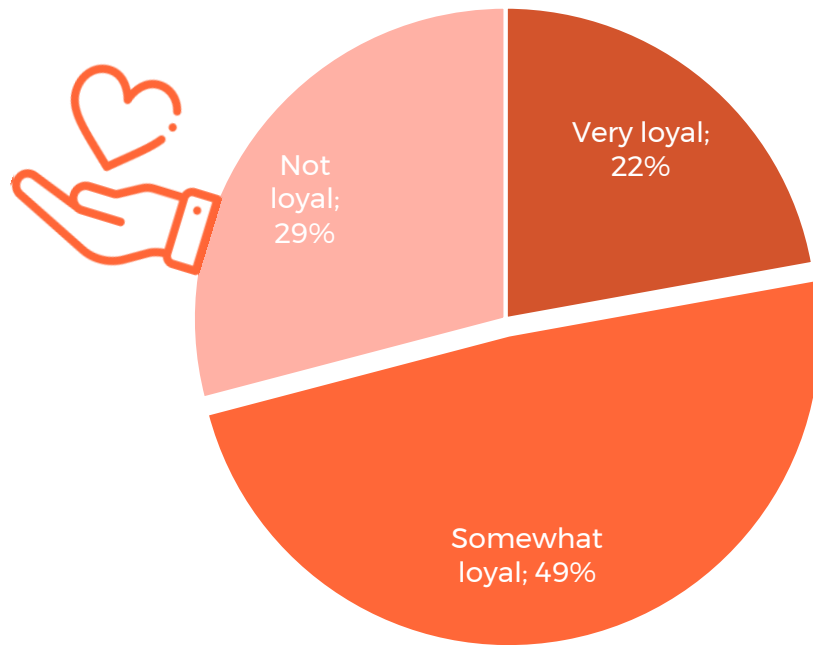
When asked how important the quality of the fast food is, 41% of shoppers state to find it “important” and another 41% finds it “very important”.

Italians focus even more on quality, as 57% claim to find it “very important”.

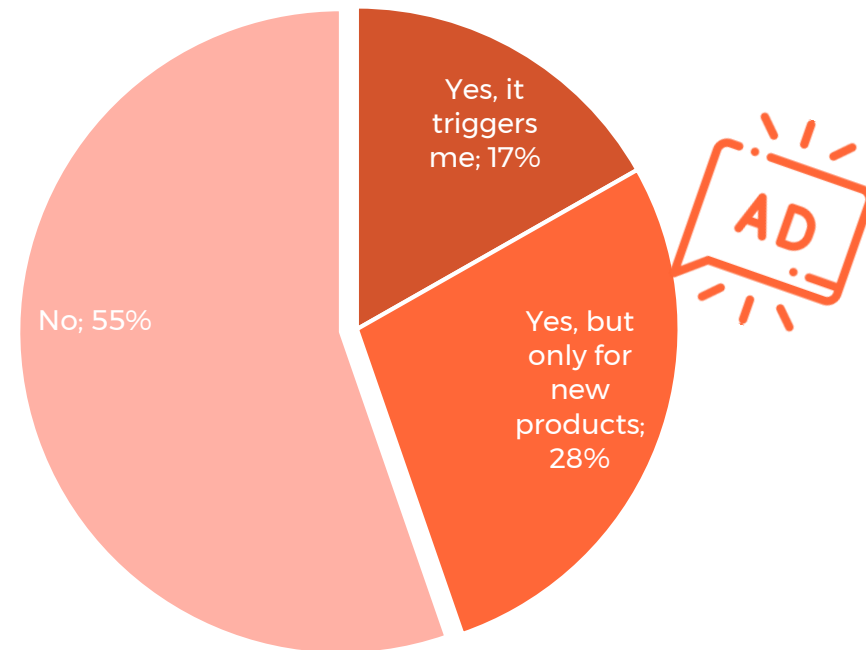
# BRAND LOYALTY

49% of Europeans say to be “somewhat loyal” to fast food brands. A smaller 22% claim to be “very loyal”. When it comes to fast food advertisements, 17% state to be triggered when seeing one. 28% of consumers, however, state to be tempted by adverts only when they promote a new product.

LOYAL TO  
FAST FOOD BRANDS?



TRIGGERED BY  
ADVERTISEMENT?



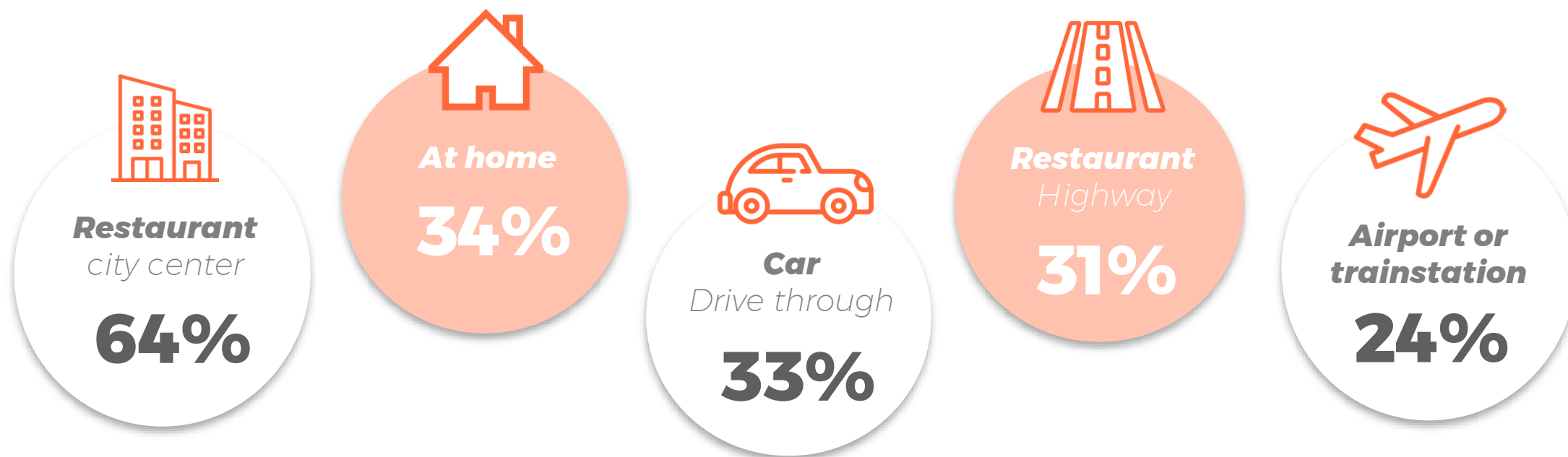




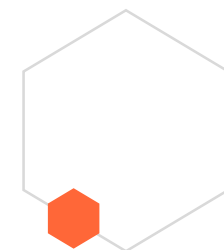
## WHERE TO EAT?

64% of Europeans prefer eating fast food in a fast food restaurant in the city center. 34%, however, prefers eating fast food at home (either delivery or take-out).

\*MULTIPLE ANSWERS POSSIBLE



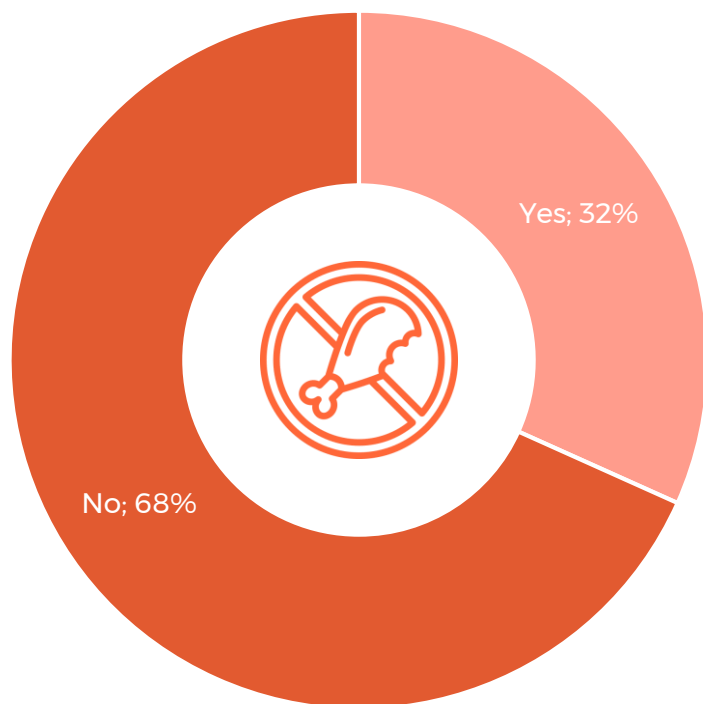
**FUN FACT:** Compared to the European average (33%), the UK scores remarkably higher on using the “drive through” option at fast food restaurants (54%).





# CONSCIOUS FAST FOOD CHOICES

Most fast food chains have recently jumped onto the meat-free bandwagon and have started offering vegetarian alternatives for their meat products (burgers, nuggets, etc.). **32%** of Europeans have already tried meat-free fast food products. In the UK, most consumers (**44%**) have tried going “meatless”, while in Spain this percentage drops to **23%**.

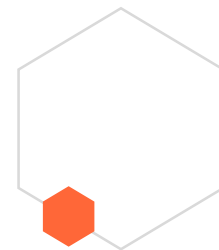


## NUTRITIONAL FACTS



When it comes to checking the ingredients of fast food products (on labels and packages), **67%** of Europeans state not to do so.

However, **14%** of shoppers check the amount of calories of a fast food product, **13%** check all the ingredients, and **7%** state to check only one specific nutritional value.



# MOST POPULAR FAST FOOD CHAINS

Netherlands	Belgium	UK	Spain	Germany	Italy	France
						
						
						



## CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

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The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of January 2020. The purpose was to determine the crowd's purchasing practices when it comes to fast food products. The findings take into account data collected from **5.767** respondents, located in Italy, France, Spain, UK, Belgium, The Netherlands and Germany.

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Would you like to receive more information?

Contact us at [press@roamler.com](mailto:press@roamler.com)

[www.roamler.com](http://www.roamler.com)

