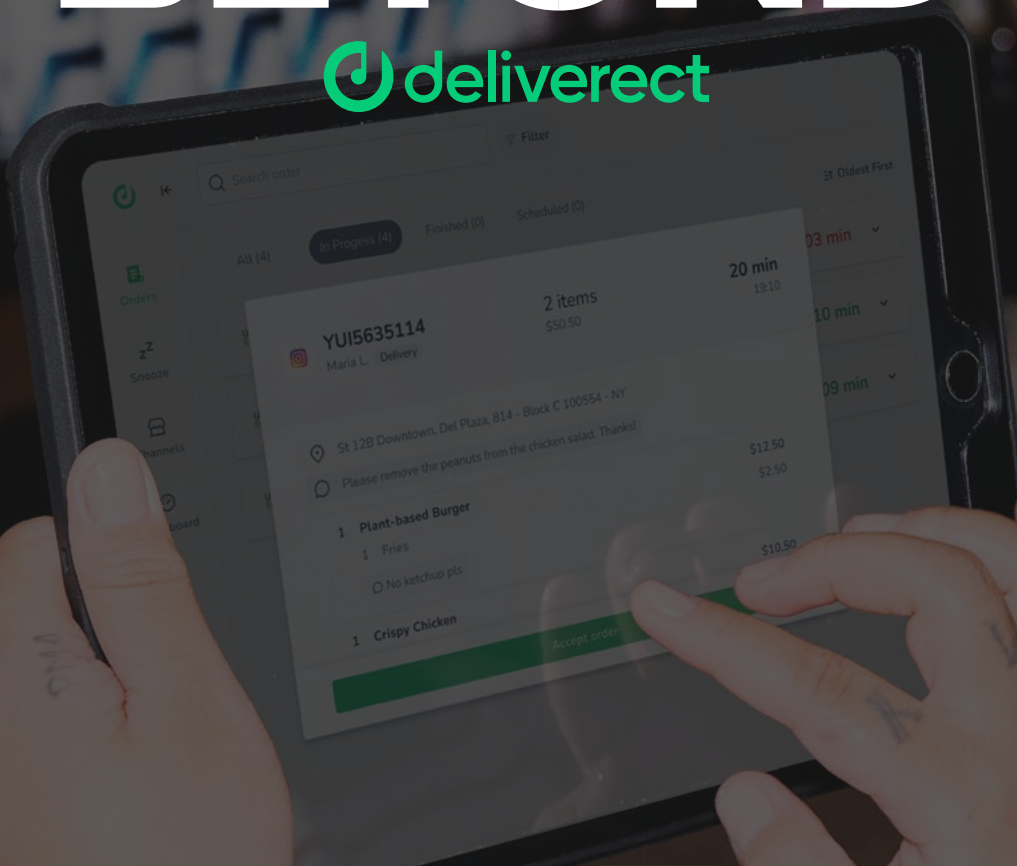


2025 AND BEYOND



**EXPERT PREDICTIONS
FOR THE FAST-PACED FUTURE
OF FOOD SERVICE**



NAVIGATING **THE NEXT ERA** OF FOOD SERVICE



1

**NEW TECH-ENABLED BUSINESS MODELS:
WHERE IS THE INDUSTRY HEADING?**

2

ADAPTING TO VALUE-SEEKING CONSUMERS

3

**DYNAMIC PERSONALIZATION, AI, AND THE
FUTURE OF DINING EXPERIENCES**





The food service industry is undergoing a rapid transformation. Technological breakthroughs, shifts in consumer behavior, and the widespread uptake of digital tools are reshaping how businesses operate and interact with customers worldwide.

This report provides essential insights into the evolving landscape of digital ordering and restaurant management for proactive leaders who must navigate these changes.

Most of this report's findings are based on Deliverect's Bi-Annual Global Digital Ordering Summit in September 2024. At this summit, more than 50 industry leaders from major brands shared their strategies and visions for the future.

INDUSTRY-LEADING BRANDS AT THE SUMMIT



These industry-leading brands aren't just observing trends; they're actively implementing them. For instance, industry leaders can learn from Papa John's success in optimizing its operations through digital solutions.

The report is further bolstered by data from key industry bodies like the National Restaurant Association (NRA), Modern Restaurant Magazine, FSTEC 2024, and others, offering a rounded view of the industry's trajectory.

Let this report be your guide to an exciting future. The takeaways and strategies you'll discover will help you navigate the challenges and opportunities in the food service industry in 2025 and beyond.



NEW TECH-ENABLED BUSINESS MODELS: WHERE IS THE INDUSTRY HEADING?





NEW TECH-ENABLED BUSINESS MODELS: WHERE IS THE INDUSTRY HEADING?

As technology accelerates, so does the transformation of the food delivery industry. Innovative business models, rapid franchise expansions, and cross-industry collaborations reshape how brands operate, scale, and connect with consumers.

Let's explore the key areas driving this evolution and the opportunities emerging for businesses worldwide.

FRANCHISE GROWTH THROUGH TECHNOLOGY

Global franchise expansion is booming, and technology is at the core of successful scaling. Digital tools—from POS systems to self-ordering systems to delivery platforms—empower franchisees to maintain brand consistency while adapting to the unique needs of local markets.

As highlighted at this year's Global Digital Ordering Summit, tech-driven franchise expansions enable brands to streamline operations, while maintaining quality and offering personalized experiences for each location.



“With all the new technologies—new ordering platforms, new DSPs, online ordering, kiosks, and more—we have to have a standard platform to combine all this technology in one place.”

FIVE GUYS

MOHAMMAD SAMHA

CHIEF TECHNOLOGY OFFICER
FIVE GUYS



CROSS-INDUSTRY COLLABORATIONS

The lines between retail, grocery, and restaurants are blurring, opening new revenue streams and growth areas. Delivery platforms are expanding into grocery and retail, allowing brands to reach new audiences and explore more income streams. The QSR industry, for instance, is seizing opportunities for partnerships with retail brands, creating cross-brand promotions that attract customers and foster loyalty.

These collaborations redefine customer expectations, as consumers can now access a range of products and services in a single platform experience. With retail, QSRs, and food delivery intertwining, businesses can enhance convenience, build brand loyalty, and capitalize on a broader market.



TECH-DRIVEN COMPETITION FROM GROCERY AND READY-TO-EAT (RTE) SECTORS

Retailers are increasingly adopting technology to compete in the food delivery space, presenting challenges and partnership opportunities for traditional QSRs.

Ready-to-eat meal solutions, in particular, are on the rise as grocery stores and convenience brands partner with delivery platforms to offer quick, high-quality options.



Major supermarkets in the UK and the US are offering meal kits and ready-to-eat meals via delivery platforms to compete in this space.

This shift forces traditional restaurants to innovate, enhance convenience, and explore new channels to meet changing expectations.



GLOBAL EXPANSION MEETS LOCAL FLEXIBILITY

World-renowned brands face the challenge of offering a seamless experience across markets while allowing for local variation. Advanced tech ecosystems help brands manage this balance, allowing franchises to uphold standards while customizing services for regional preferences.

Technology enables this adaptability, providing real-time data and tools to align local practices with global brand values. **As the industry advances, tech-enabled growth, cross-sector partnerships, and agile franchise models will define its trajectory.** Brands that embrace these innovations will expand efficiently and adapt to rising demands for convenience, personalization, and quality.



ADAPTING TO VALUE-SEEKING CONSUMERS





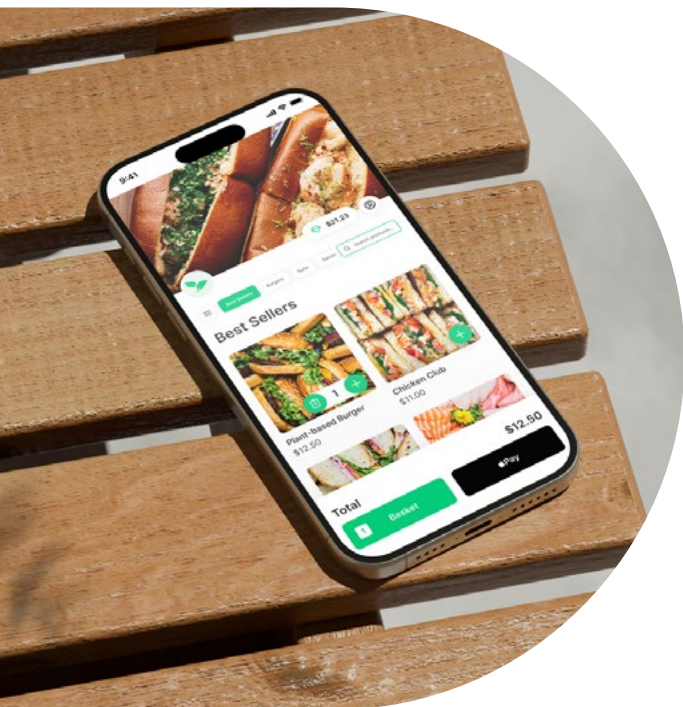
ADAPTING TO VALUE-SEEKING CONSUMERS

Savvy brands are responding to the evolving expectations of budget-conscious, experience-driven diners. Let's look at the key trends reshaping the industry.

REIMAGINING VALUE FOR MONEY

In today's economic climate, the notion of value has evolved. Rather than seeking the cheapest option, consumers seek value that encompasses quality and experience at a fair price.

This is a departure from a race to the bottom in pricing. It highlights an industry-wide recognition that maintaining a competitive edge requires more than just price slashing.



MEETING HIGHER EXPECTATIONS WITH VALUE-DRIVEN MENUS

As consumers navigate a period of high inflation, they remain expectant of high-quality experiences and exceptional service. Restaurant operators must innovate with menus that deliver both affordability and quality.

The challenge lies in crafting offers that resonate with the customer's desire for value without compromising on the quality or the appeal of the dining experience.



“

Next year, I expect fierce competition. Guests will expect more, even though wallets are tight. They’ll still demand good experiences, high quality, and timely delivery.

”



PETER PORLING

HEAD OF DIGITAL GUEST EXPERIENCE
MAX BURGERS



This underscores a broader trend where restaurants compete on both price and the experience they deliver.

RISING DEMAND FOR OFFICE ORDERING

As employees return to offices post-pandemic, the demand for convenient meal solutions during work hours has surged. **The 2024 Feeding the Workplace report by the [National Restaurant Show](#) shows a 32% year-over-year increase in daily and weekly employee meal programs.**

This trend presents a crucial opportunity for food service operators, capturing the office crowd means higher order volumes and steadier lunchtime traffic. Office ordering is not just about delivering meals—it’s about becoming an integral part of the workplace experience, offering reliability, variety, and ease.



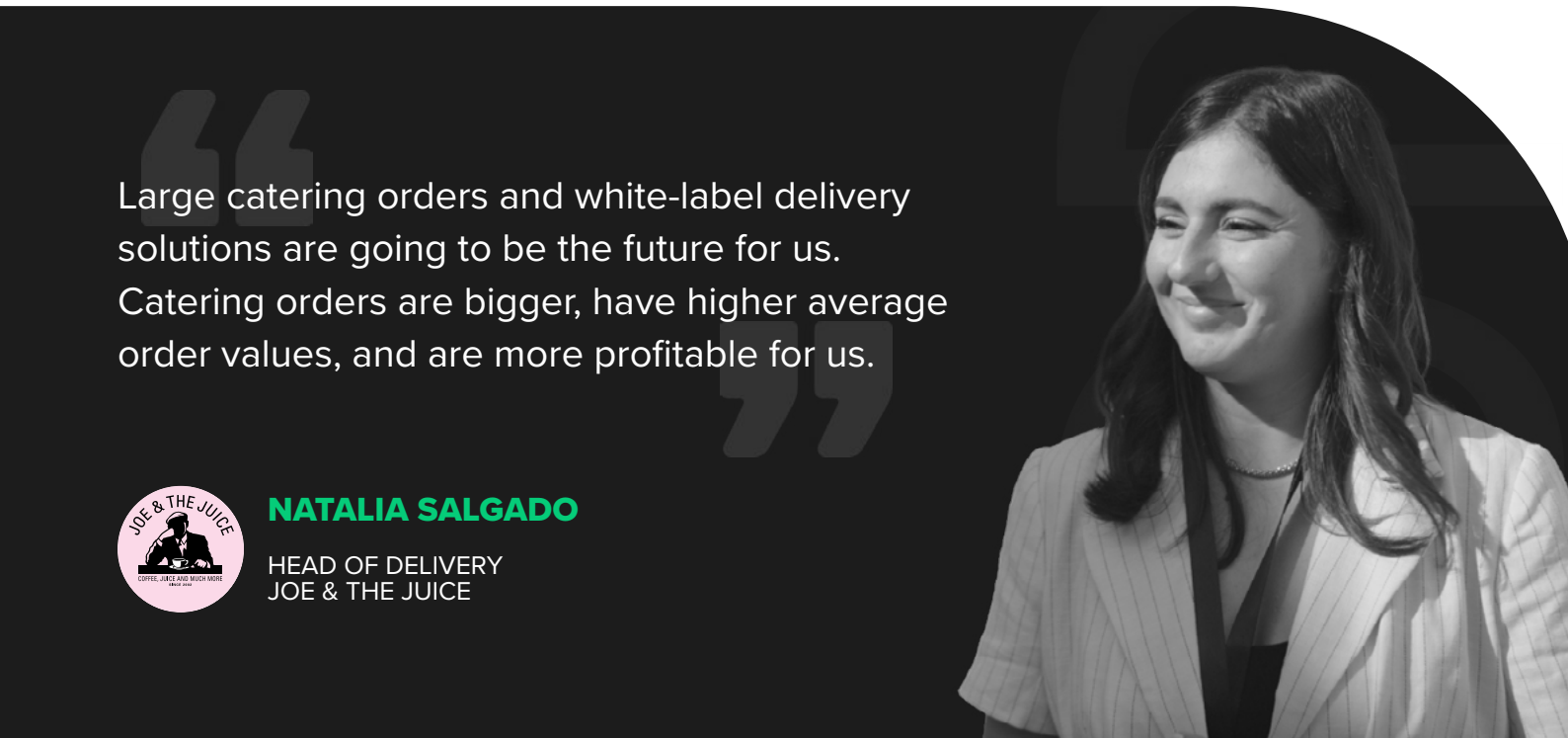


“We’re seeing a significant increase in orders for office lunches. It’s not just about feeding the workforce, it’s about providing convenient, timely, and enjoyable meal solutions.”



TOM SMITH

OPERATIONS DIRECTOR
PIZZA PILGRIMS UK



“Large catering orders and white-label delivery solutions are going to be the future for us. Catering orders are bigger, have higher average order values, and are more profitable for us.”



NATALIA SALGADO

HEAD OF DELIVERY
JOE & THE JUICE

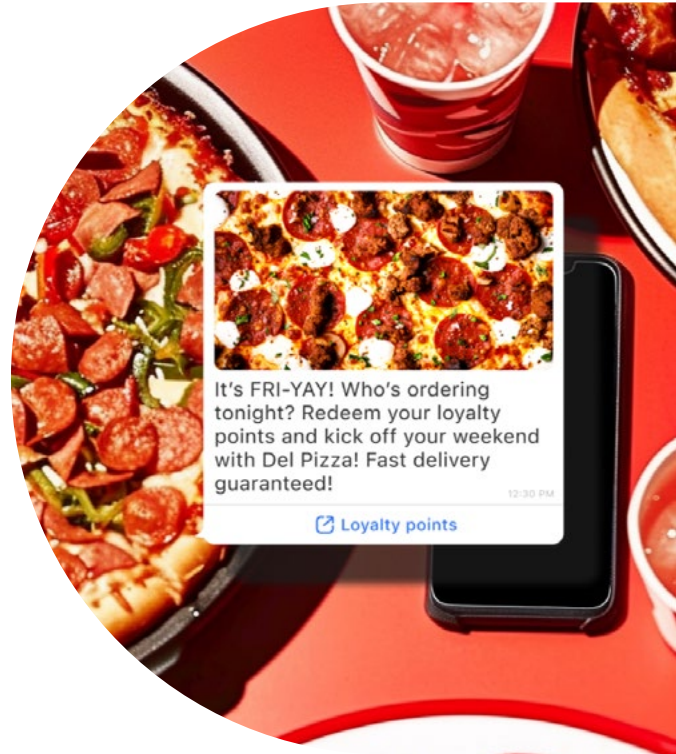


LOYALTY WITH PERKS: A NEW ERA OF RE-ENGAGEMENT

The loyalty program paradigm has shifted. Gone are the days when we were satisfied by simply accumulating points. Today's consumers expect more tangible benefits like discounts, exclusive menu items, and surprise perks.

This evolution in loyalty expectations has led to the success of free loyalty programs, exemplified by big brands like McDonald's and Starbucks, where the rewards for engagement are immediate.

[Modern Restaurant Magazine](#) pointed out, "The return guest is the lifeblood of any restaurant, and that's where memberships can drive these visits more effectively than just loyalty programs."



Operators are, therefore, compelled to rethink their loyalty schemes. Focusing on creating meaningful interactions that keep customers coming back not just for the food but also for the experience and the benefits of their loyalty.



DEMAND FOR ELEVATED QSR EXPERIENCES

Economic pressures and evolving preferences have led many consumers to opt for quick-service restaurants (QSRs) over full-service dining. But this shift doesn't come with lower expectations.

Consumers still demand high-quality food, prompt service, and an enjoyable dining experience, even in a fast-paced environment. This trend requires QSRs to elevate their game to meet these rising expectations without sacrificing the speed and convenience that define the category.

DYNAMIC PERSONALIZATION, AI, AND THE FUTURE OF DINING EXPERIENCES





DYNAMIC PERSONALIZATION, AI, AND THE FUTURE OF DINING EXPERIENCES

Speed and convenience have become table stakes for modern diners, but to truly differentiate themselves, restaurants must elevate every interaction to a personalized, meaningful experience. In a crowded market, hyper-personalization—driven by data and AI—is the new standard that will keep customers coming back. **It's no longer just about AI adoption; it's about optimizing AI to create deeper, more effective customer interactions beyond surface-level personalization.**



EMBRACING DATA-DRIVEN HYPER-PERSONALIZATION

Today's restaurant customers expect tailored experiences where their preferences are anticipated. By harnessing data analytics, businesses can predict customer desires before they are expressed.

This could mean suggesting items based on past purchases, offering custom promotions, or adjusting the dining experience in real-time based on customer data.



“Customers will expect more loyalty, discounts, perks, and exciting menu releases. They'll want more from us without necessarily wanting to pay more.”



DANIEL SOILE

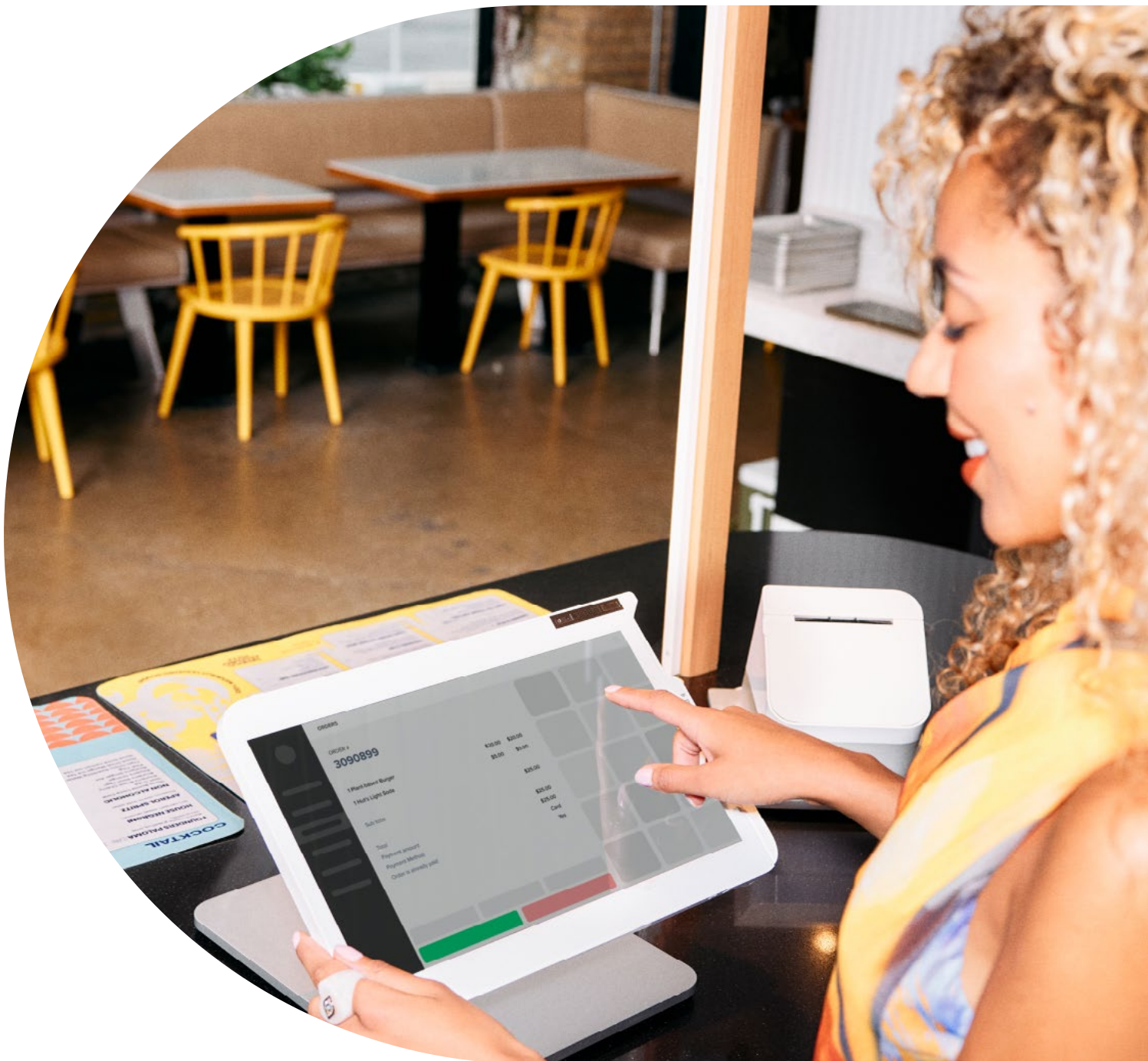
HEAD OF DELIVERY
BOPARAN RESTAURANT GROUP



SEAMLESS OMNICHANNEL EXPERIENCES

An omnichannel approach ensures that every interaction with your brand, whether through an app, a kiosk, or in-person, feels seamless and consistent. This strategy is crucial for maintaining a strong, unified customer experience.

Whether ordering from a phone or speaking to a chatbot, the service quality and personalization should be uniform. **The latest restaurant management software and AI tools will make delivering true omnichannel experiences possible at scale and on a reasonable budget.**



AI IN THE FOOD SERVICE INDUSTRY: TRANSFORMING THE CUSTOMER EXPERIENCE





AI IN THE FOOD SERVICE INDUSTRY: TRANSFORMING THE CUSTOMER EXPERIENCE

The food service industry is on the brink of a transformative leap, driven by increasingly sophisticated AI tools. From personalized dining to predictive interactions, AI is set to reshape how restaurants connect with customers.



Gartner's latest report states, "By 2025, AI will manage 50% of all restaurant customer interactions, leading to faster service and higher customer satisfaction."

The potential is clear: AI is set to elevate service, streamline operations, and enhance the dining experience.

REVOLUTIONIZING CUSTOMER INTERACTIONS WITH AI



ENHANCED CUSTOMER EXPERIENCE

With AI-powered menus, personalized recommendations, and dynamic pricing, the customer journey becomes uniquely tailored. Imagine menus that adjust based on personal preferences and past orders, creating a dining experience that feels crafted specifically for each guest.



SMART REAL-TIME RECOMMENDATIONS

Leveraging customer data, AI can suggest items based on mood, time of day, or weather; making recommendations more relevant and engaging.



AI-POWERED CHATBOTS

AI chatbots provide instant, around-the-clock support, answering questions and handling orders efficiently, even during peak hours.



THE FUTURE OF AI IN FOOD SERVICE



AUGMENTED REALITY MENUS

Imagine interactive AR menus that allow diners to visualize dishes before ordering, view nutritional details, or even experience virtual tastings. This immersive technology would bring menus to life, enhancing decision-making and engagement.



PERSONALIZED NUTRITION AND DIETARY RECOMMENDATIONS

AI could analyze health data and dietary preferences, tailoring menu suggestions to nutritional needs or lifestyle choices.



TRANSPARENCY IN SUSTAINABLE SOURCING

AI will enable diners to make informed choices by providing real-time data on ingredient sourcing, processing, and ethical practices throughout the supply chain. Diners can choose meals based on their values, contributing to a more transparent, sustainable dining culture.





20
25

PREPARING FOR 2025 AND BEYOND

The food service industry is at a pivotal moment, propelled by technological advancements and shifting consumer demands.



KEY TRENDS EXPLORED IN THIS REPORT



1 GLOBAL EXPANSION WITH LOCAL RELEVANCE

As franchises expand into new regions, technology allows them to cater to local tastes and expectations while maintaining consistent global quality.

2 CROSS-INDUSTRY COLLABORATIONS

Restaurants are finding new growth paths in the grocery and retail sectors, tapping into ready-to-eat solutions.

3 MEETING CHANGING CONSUMER BEHAVIOR WITH VALUE-DRIVEN OFFERINGS

Value remains a top priority for consumers, as they look beyond price to factors like quality, convenience, tangible loyalty perks, and an elevated dining experience.

4 HYPER-PERSONALIZATION AND AI TRANSFORMATION

From dynamic menus to predictive personalization and seamless omnichannel experiences, AI is only getting started revolutionizing customer interactions.



PREPARING FOR 2025 AND BEYOND

2025

As we look ahead to 2025 and beyond, businesses must remain agile and forward-thinking. Embracing the latest technology, exploring new business models, and fostering cross-industry collaborations are essential tactics to stay competitive in a rapidly evolving industry.



2024 marked a climactic year for technology in food service, setting the stage for rapid growth and transformation. Operators worldwide are now embracing technology not just as a tool but as a foundation for both immediate success and sustainable growth. As we look ahead to 2025 and beyond, the focus will be on bringing all these innovations together seamlessly to create cohesive, efficient systems. At Deliverect, we're committed to being the reliable partner that helps operators cut through the noise, simplify technology adoption, and fully harness the solutions they rely on.



ZHONG XU

CEO & CO FOUNDER
DELIVERECT

2025 AND
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Join the conversation as we explore the evolving dynamics of digital ordering and food service management in 2025.

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