

QSR Food Packaging: What Matters Most?

We surveyed 839 consumers to understand their packaging preferences. Material is the top signal of sustainability, most don't have a preferred brand, and many eat in the car or a mix of locations.

The findings highlight clear preferences for functional and sustainable packaging but reveal mixed opinions on specific styles and limited brand loyalty in this space.

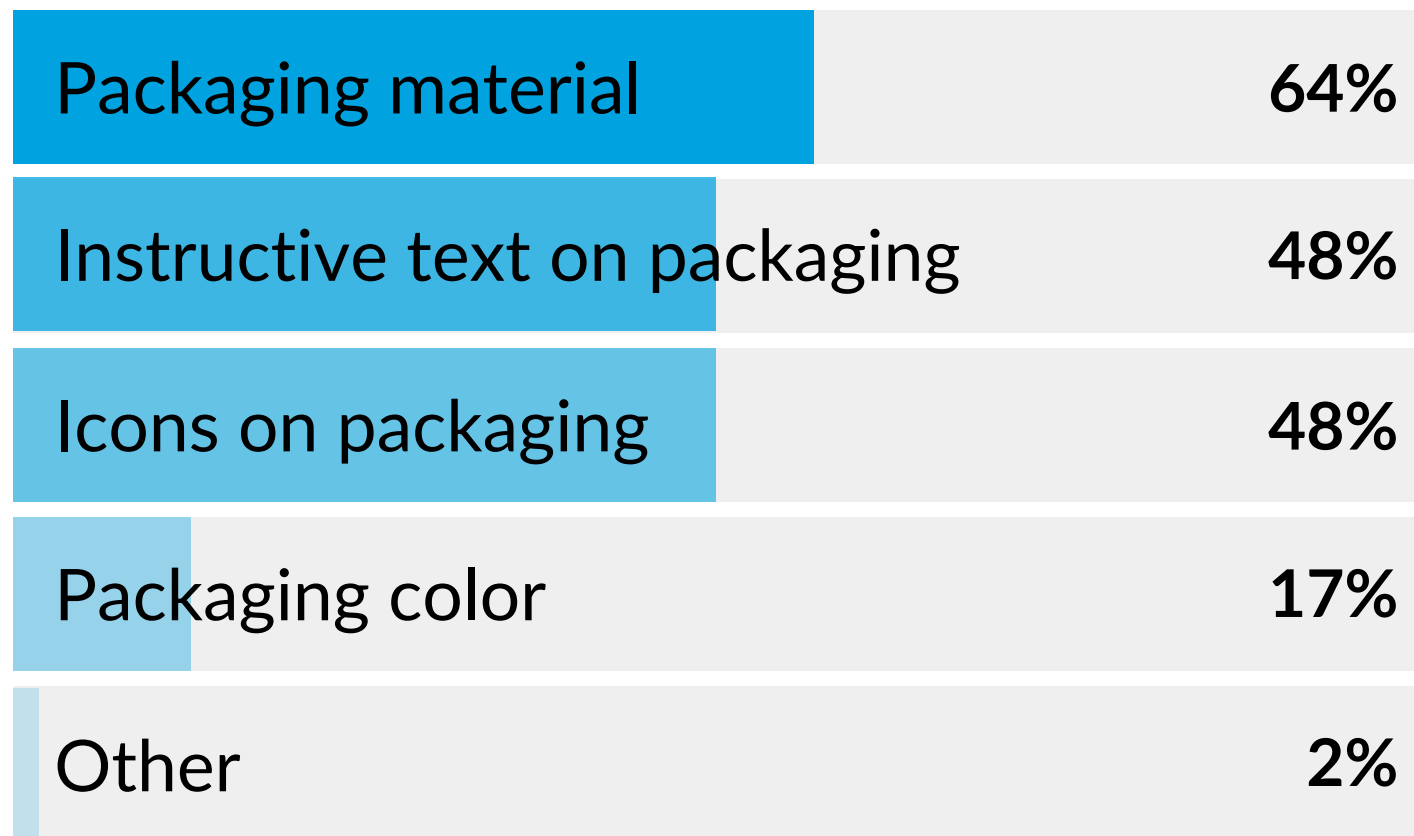


Why is this *important*?

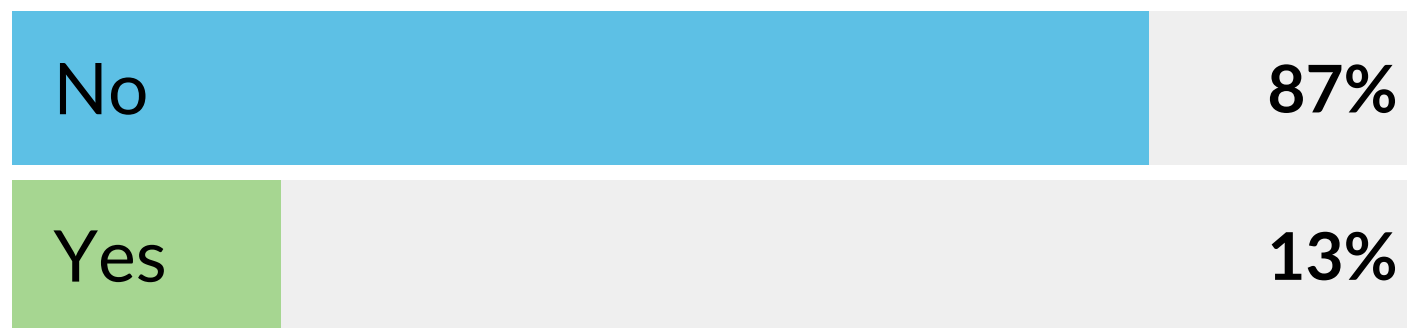
QSR packaging plays a key role in the customer experience. Our survey shows 64% of consumers look to packaging material to signal sustainability, however consumers don't appear to have strong brand association when it comes to packaging. This suggests an opportunity for brands to differentiate through both function and sustainability.

At the same time, preferences vary by item—with 40% favoring a vertical sleeve for fries and 47% preferring wrapped sandwiches—showing that packaging design influences consumer perception. As brands consider updates to their packaging, aligning with these preferences could help enhance convenience and reinforce positive brand associations.

What signals to you that packaging is sustainable or eco-friendly?



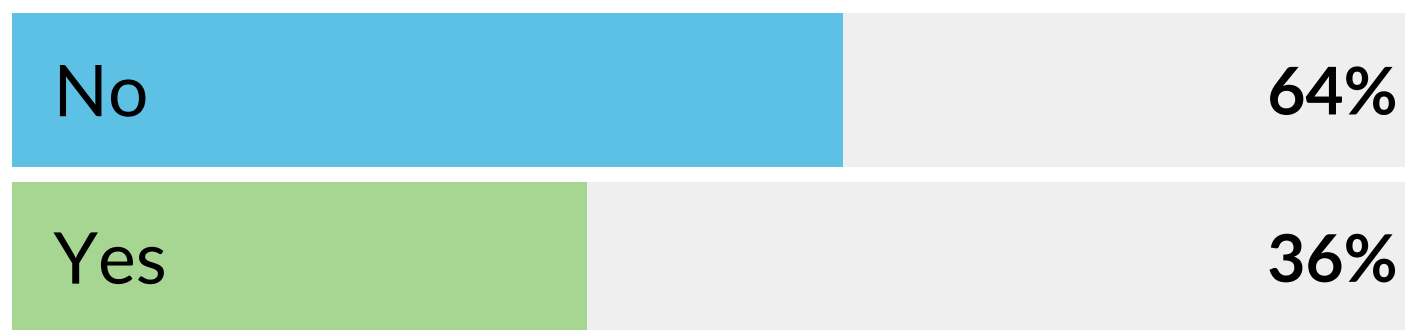
Do you have a Fast Food Restaurant with packaging you prefer?



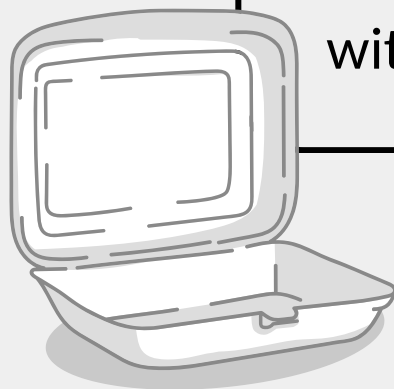
Reusable packaging is a growing preference, with Chipotle frequently cited as a positive example.



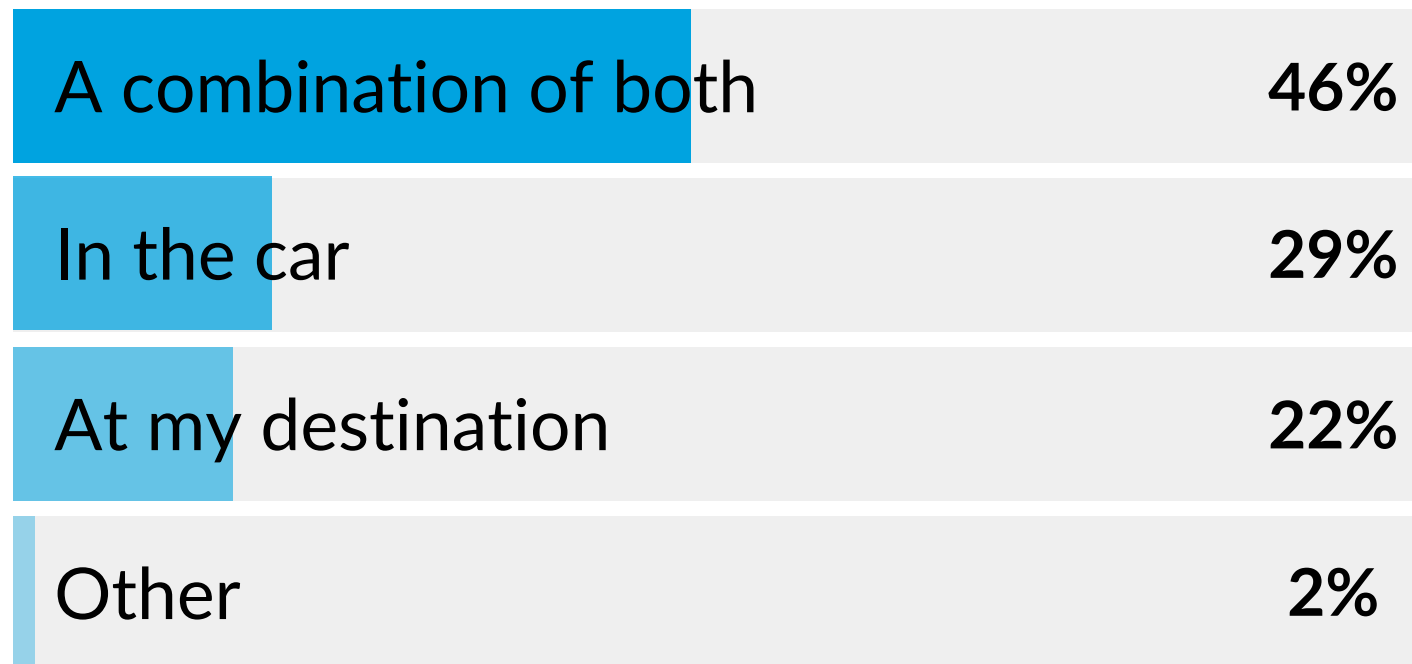
Is there any packaging that you typically see in Fast Food Restaurants that you do not prefer?



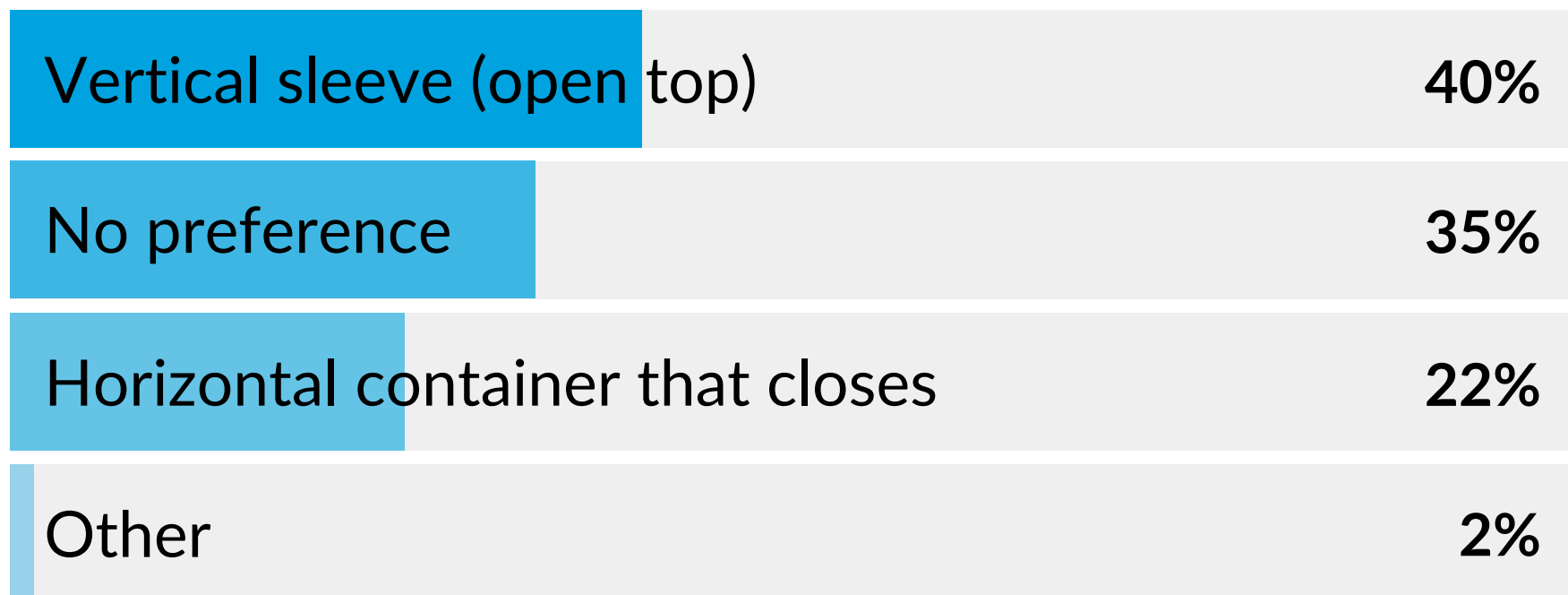
Consumers express **strong dissatisfaction** with **Styrofoam** packaging and **paper straws**



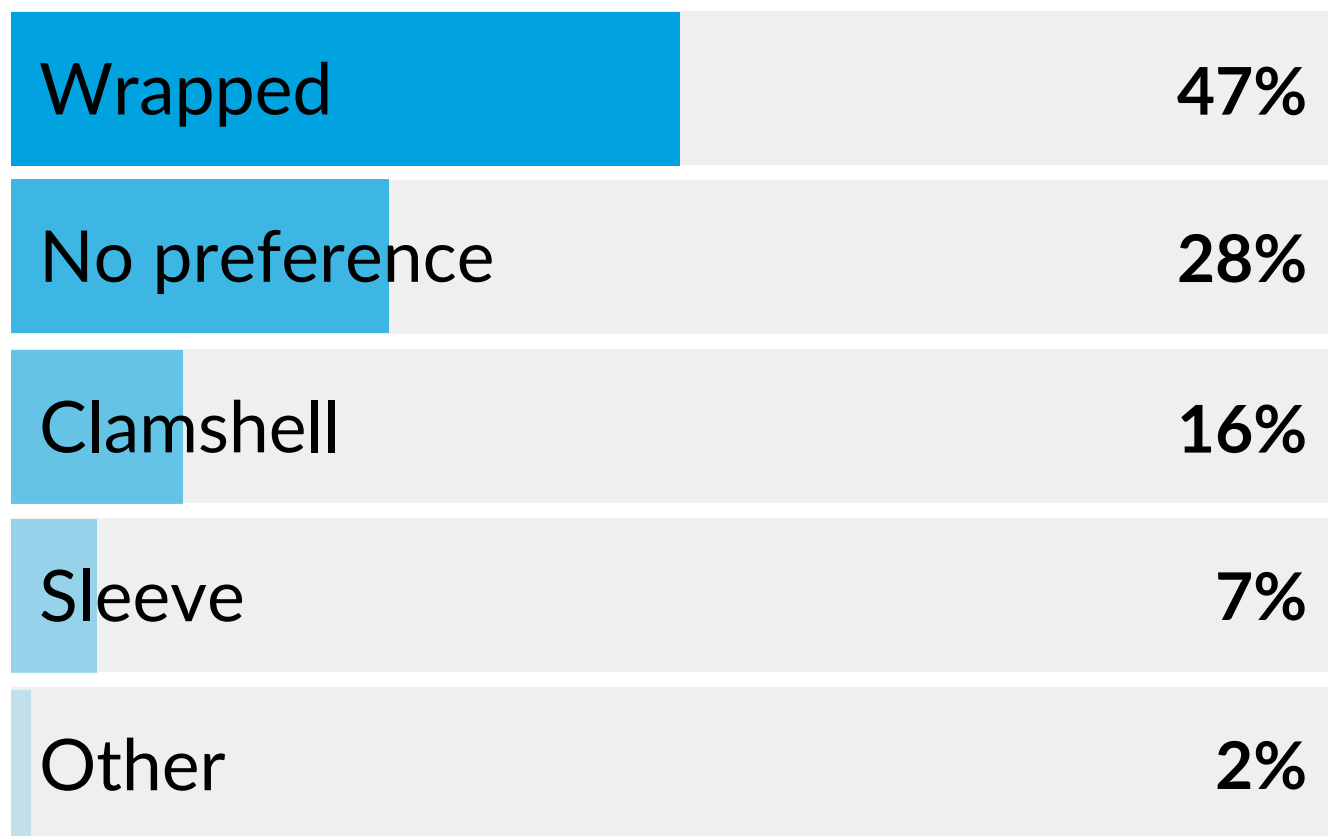
When going through a drive-thru, where do you typically consume your meal?



In general, when ordering a fry type side (ie. french fries, crinkle cut, waffle fries, curly fries, tater tots, wedges, etc) at a fast food restaurant, do you have a preference on the packaging your side comes in?



In general, when ordering a sandwich type entrée at a fast food restaurant, do you have a preference on the packaging your entrée comes in?



About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

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