

Value Meals: Key Consumer Insights

We surveyed 1,526 North American consumers to explore their experiences and preferences when it comes to value meals offered by quick-service restaurants. From purchase behaviors to the most appealing aspects of these deals, this survey uncovers how value meal promotions influence consumer habits.



What is a *value meal*?

Many fast food chains have launched value meal deals this year. A value meal deal is a group of menu items at a restaurant offered together at a lower price than they would cost individually. The price is typically under or around \$5 for a bundled meal.



Why is this *important*?

Value meals are a key driver of consumer behavior in the QSR industry. With 87% of people ordering a value meal in the past three months, it's clear that budget-friendly options are in high demand. In fact, 47% of consumers say these deals influence their buying habits—whether it's ordering more often or switching to a different chain.

Consumers are looking for more variety, lower prices, and customization options, with 74% wanting more meal choices and 72% seeking better deals and flexibility.

By prioritizing these aspects, businesses can enhance customer satisfaction and loyalty, ensuring they meet the diverse preferences driving the quick-service restaurant market.



Have you ordered a value meal from a fast food restaurant in the last 3 months?



Has the value meal deals being offered by many fast food chains influenced your buying habits?

NO

53%

The value meal offers have not changed my habits.

YES

26%

As a result, I have ordered fast food more frequently.

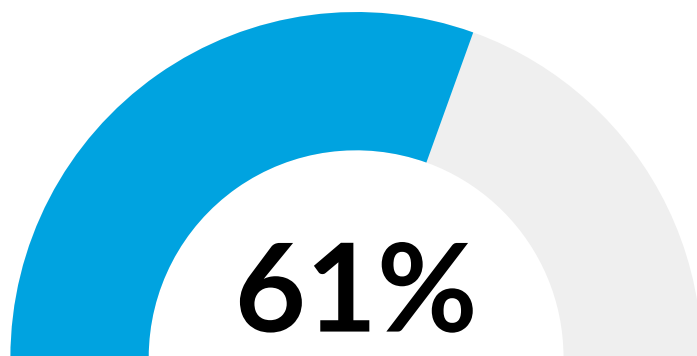
YES

21%

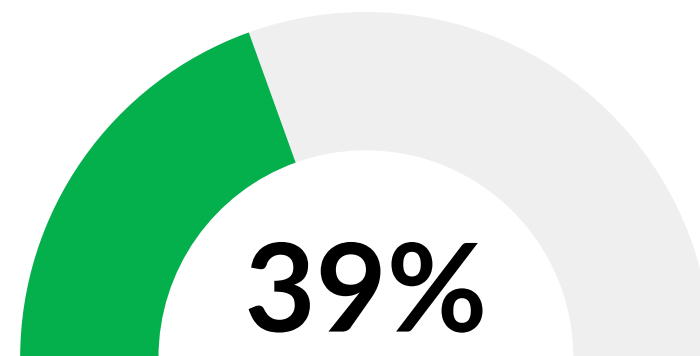
As a result, I have chosen a different chain to order from.

When ordering a value meal, do you usually stick to the same restaurant or go where the deal is best?

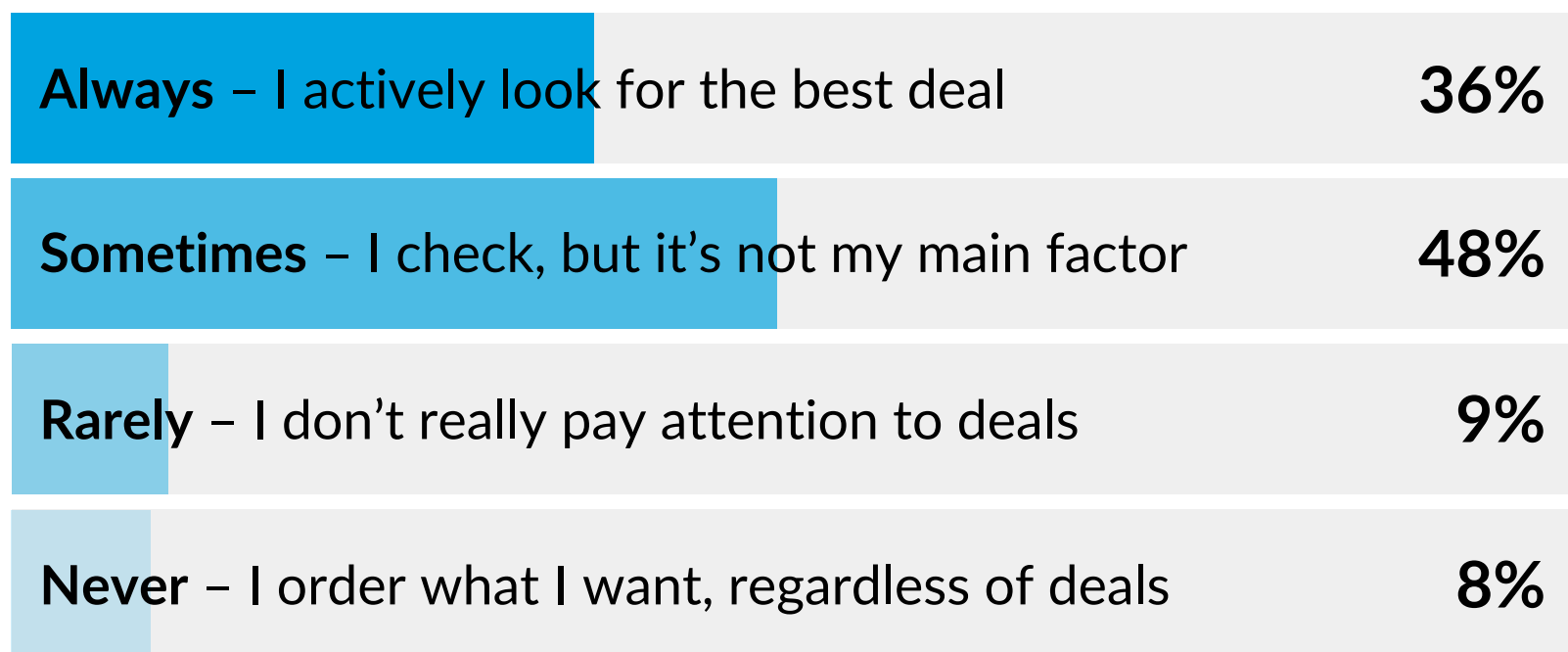
I look for the most affordable option, even if it means switching restaurants



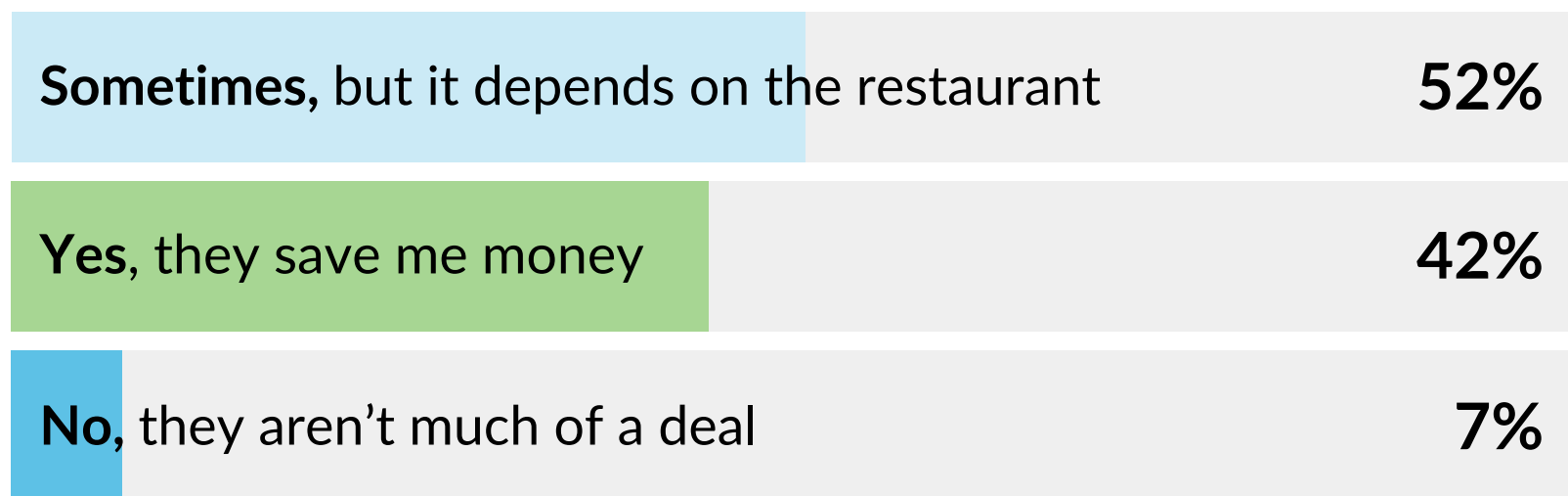
I usually order from the same restaurant, regardless of the deals



How often do you compare value meal deals before deciding where to eat?



Do you feel value meals offer real savings compared to ordering items separately?



Top 3 factors that make value meals appealing to consumers:

#1 More variety in meal choices (74%)

#2 Lower prices (72%)

#3 Customization options (72%)

Followed by: Higher-quality ingredients (44%), Bigger portion sizes (34%), and Other (4%).



VALUE MEALS SURVEY

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.

Contact our team today!

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