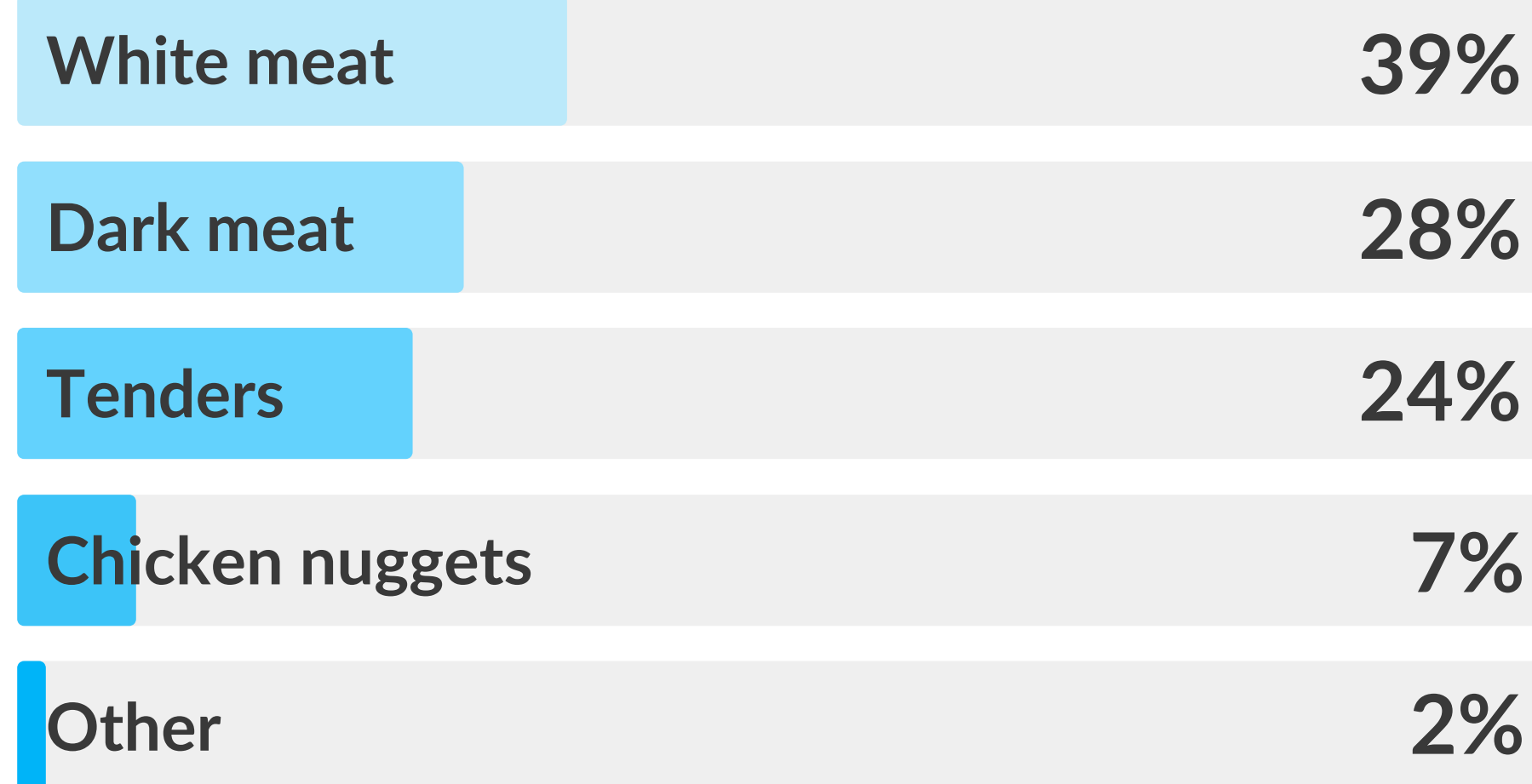


Unveiling Consumer Preferences of Fried Chicken at QSRs

Consumers are driving a boom in the North American take-out fried chicken market, set to reach \$9.85 billion by 2030. We've surveyed 2,088 consumers across North America to uncover their cravings. Join us as we explore what makes fried chicken a fan favorite today!



What is your *favorite type* of fried chicken?



79%

of consumers report that they typically order fried chicken from a **Restaurant chain**

followed by 17% at **Grocery chain**, and 4% at **Convenience store chain**.



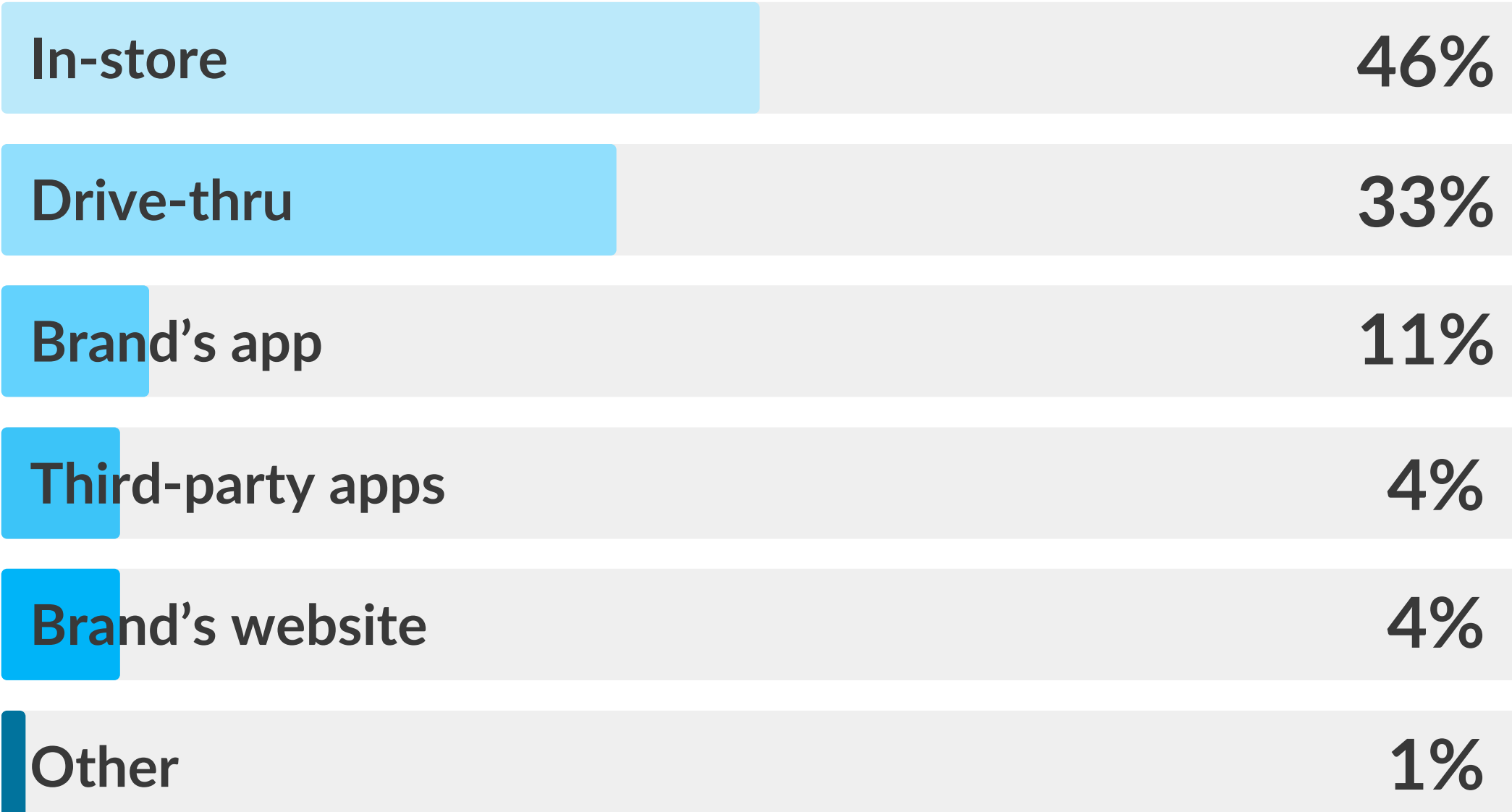
The top *3 most important factors* rated by respondents when choosing which establishment to order from are:

- #1 **Taste**
- #2 **Quality of Food**
- #3 **Price**

Customers also highly value **restaurant cleanliness (55%)** and **ingredient freshness (56%)**, highlighting a broader focus on dining experience and food quality alongside affordability.



How do you typically *place your order* when ordering fried chicken?



Why is this important?

Understanding consumer choices in fried chicken orders provides valuable insights for businesses. Customers overwhelmingly prefer restaurant chains (79%), favoring options like white meat (39%) and tenders (24%). Key factors influencing their decisions include taste, quality, and price, with additional emphasis on restaurant cleanliness and ingredient freshness.

By prioritizing these aspects, businesses can enhance customer satisfaction and loyalty, ensuring they meet the diverse preferences driving the fried chicken market.

If you want more insights on how your brand can better meet the needs of your customer, Intouch is here to help!

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. As a North American company, we are proud to deliver growth solutions to over 300 of the continent's most beloved brand.

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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