

Understanding Consumer Preferences for Value Meals at QSRs

We surveyed 1,793 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.

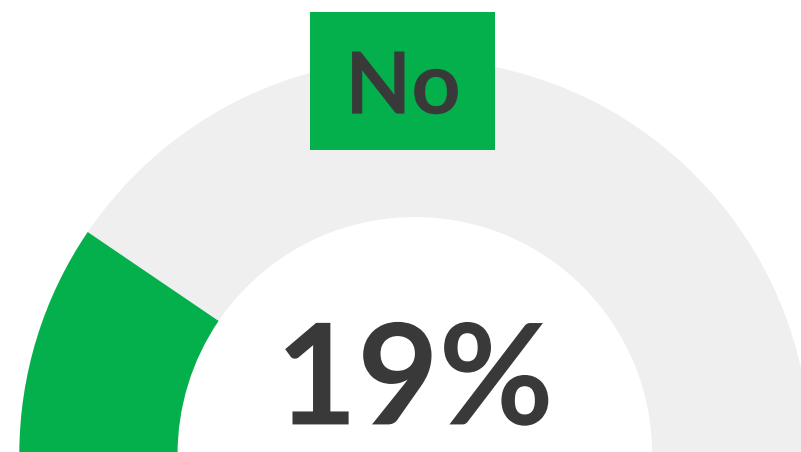
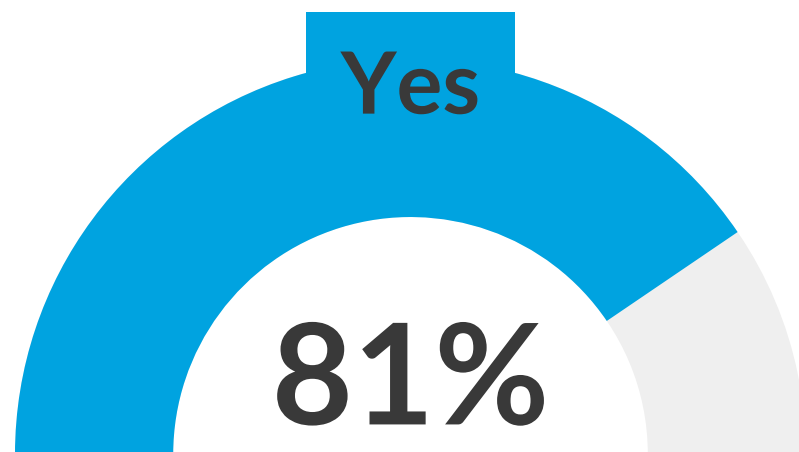


What is a *value meal*?

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.



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.

80%



of consumers report that the most appealing aspect of value meals is

Lower price compared to regular menu items

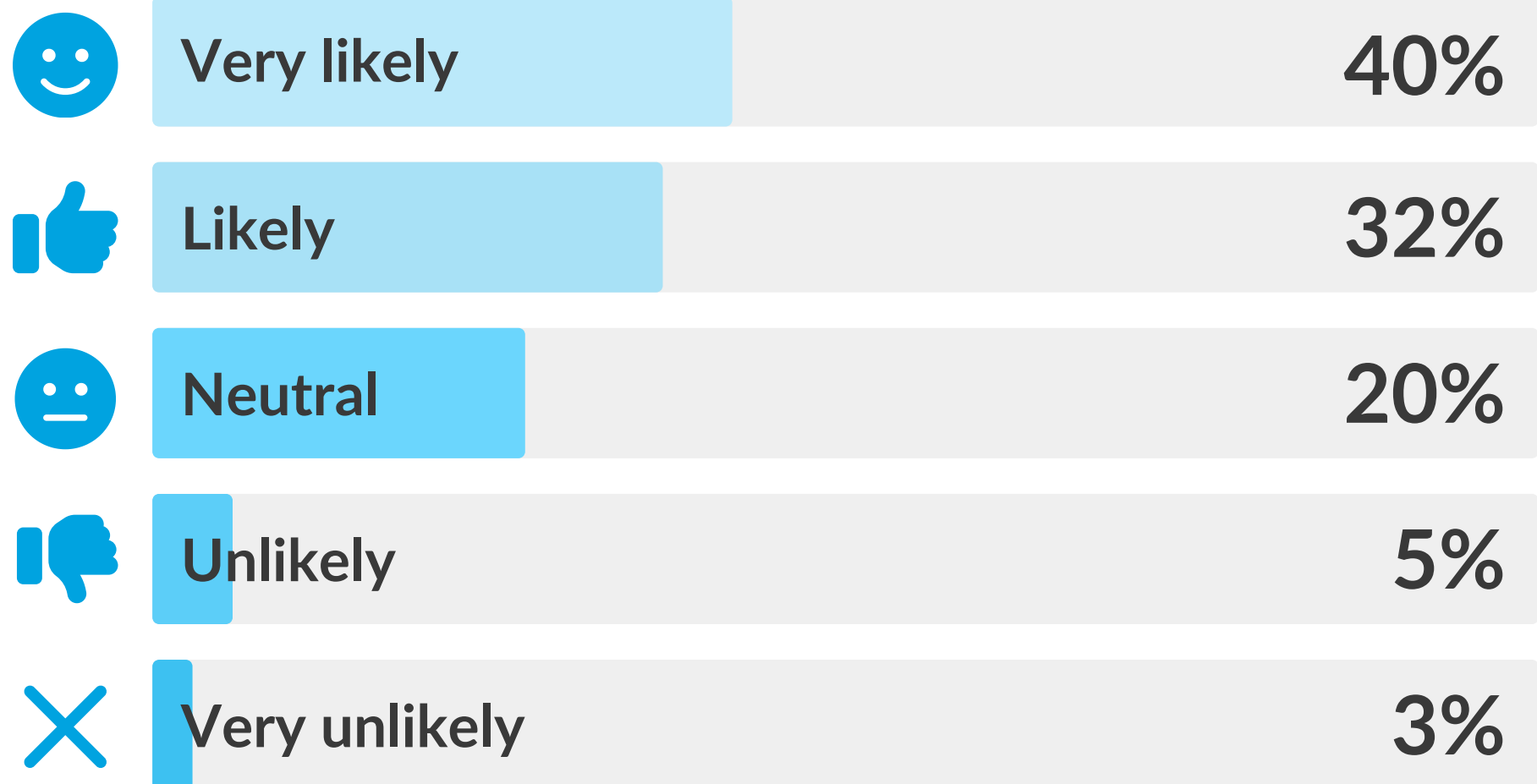
followed by **34% at Convenience & speed of ordering**

26% at Ability to try new or seasonal items at a lower cost

25% at Variety & taste of items included **22% at Taste & quality of the food**

21% at I can order more food to share with friends/family.

How likely are you to *choose value meal over* regular menu items?



Why is this *important*?

Value meals are a powerful driver of consumer behavior in the quick-service industry, with 81% of respondents having ordered a value meal in the past three months. This signals a strong demand for budget-friendly options. Additionally, 47% of consumers reported that these deals influenced their buying habits—leading them to either order more frequently or switch to a different chain altogether.

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





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!

letschat@intouchinsight.com

1-800-263-2980

[Find out more](#)