

# FOODSERVICE E-COMMERCE INSIGHTS FOR 2022 & BEYOND

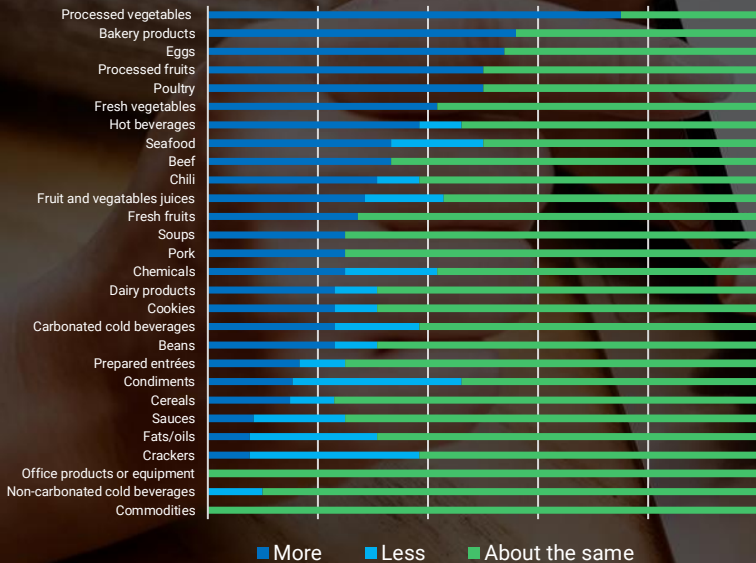
## FACTORS THAT INFLUENCE ONLINE PURCHASING

What top three features influence you to purchase online?



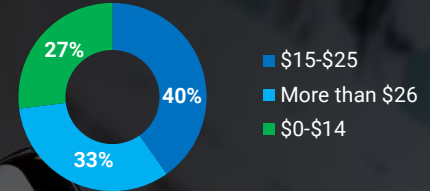
## ESTIMATED EXPENDITURES: ONLINE VERSUS TRADITIONAL

Do you believe you pay more, less or about the same for the following products you purchase online compared to using traditional channels?



## FREQUENCY OF DSR USE

On your last order, how much did you spend per person including food and beverage?



## 2022 U.S. FOODSERVICE DIGITAL ECONOMY: SHARE BY SEGMENT

Segment	Foodservice Dollars (\$MM)	Share
FSR	\$3,612	48%
QSR	\$2,933	34%
Fast Casual	\$381	4%
C&U	\$403	4%
Healthcare	\$340	4%
B&I	\$139	2%
Hotels	\$197	2%
Recreation	\$107	1%
<b>TOTAL</b>	<b>\$8,112</b>	<b>100%</b>

**Traditional broadline distribution still holds several advantages to customers which will impact more aggressive growth for online sales.**

## FSIP'S TAKE



**Why you should care...** both consumers and business operators have become accustomed to ordering goods and services online during covid lockdowns, and these same behaviors are expected to hold through the long term. Get on board with a sound e-commerce growth strategy before you're left behind.