

The roadmap to recovery for hospitality businesses

Infographic | 

Pubs, restaurants and cafes have been greatly impacted by the pandemic and the lockdown in the UK. As consumers get to grips with a new reality, this infographic gives a sense of how COVID-19 has affected the industry, how diners' habits have changed and how we can help hospitality businesses like yours get back on their feet.

How consumer behaviour has shifted



Up 57%

The number of delivery trips between 16-22 March was up 57% year on year. ([Kantar Out Of Home](#))



Up 60%

Millennials and Gen Z led the charge in food delivery usage with 60% of them increasing delivery frequency as [Statista](#) reports.



Up 250%

Recent survey shows that takeaways are up 250% year on year since the lockdown began. ([Kantar Out Of Home](#))

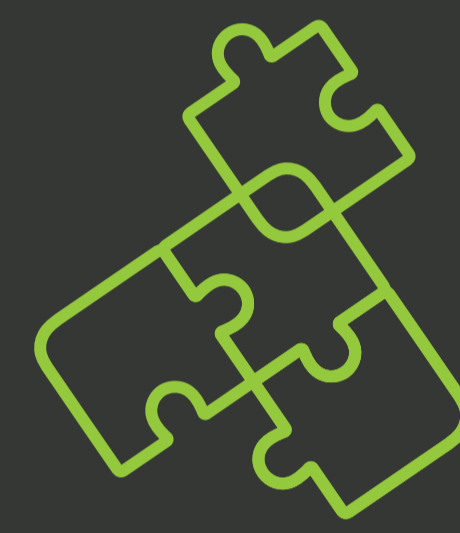


Adhering to health protocols is a top priority for customers

73% of respondents find it "crucial" or "very important" to be informed about the health protocols implemented by restaurants, as highlighted in this survey from [The Fork](#).

Diners are looking forward to returning to restaurants

Source: [Open Table](#)



94%

94% of Brits stated that the support of local restaurants is important to them.



65%

65% of Brits said they were most excited about restaurants reopening so they could eat delicious food.



62%

62% said they planned to eat out more or at least as often as before the lockdown.

Consumers changed their payment habits

Contactless payments outstrip cash usage

75% of all [Mastercard](#) transactions in Europe are now contactless. Increasing the spending limit from £30 to £45 enabled the widespread adoption of contactless payments among consumers.



50%

Cash is on its way out

Cash usage in the UK declined by 50% between 17-25 March 2020 as reported by [Accenture](#) research.

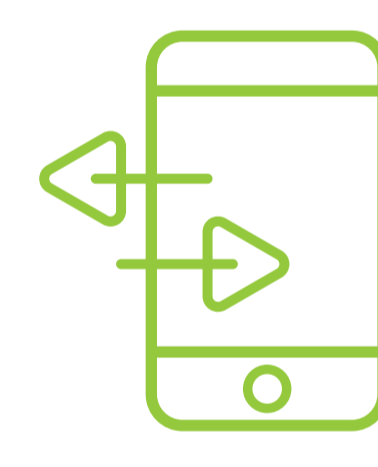


85%

Increase in consumers paying with card in food venues

85% of consumers use their card to pay in restaurants in the UK while 83% used cards to pay for transactions under £30 in 2019. (Source: [Statista](#))

Why do consumers prefer mobile payments?



The top three reasons why consumers said they prefer paying with digital wallets over conventional payment options:

51% "Really convenient"

47% "Means I have fewer things to carry"

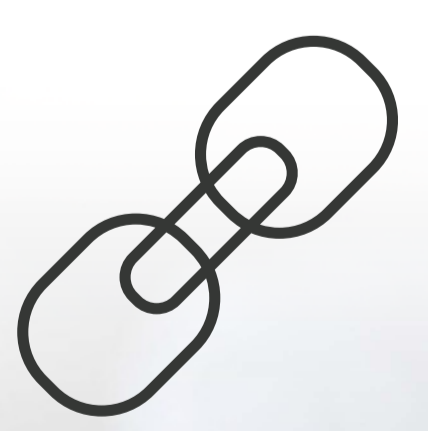
47% "Saves time as I don't have to take my wallet out"

43% "I'm going cashless or don't carry cash with me"

(Source: [Statista](#))

What we can do for you

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