

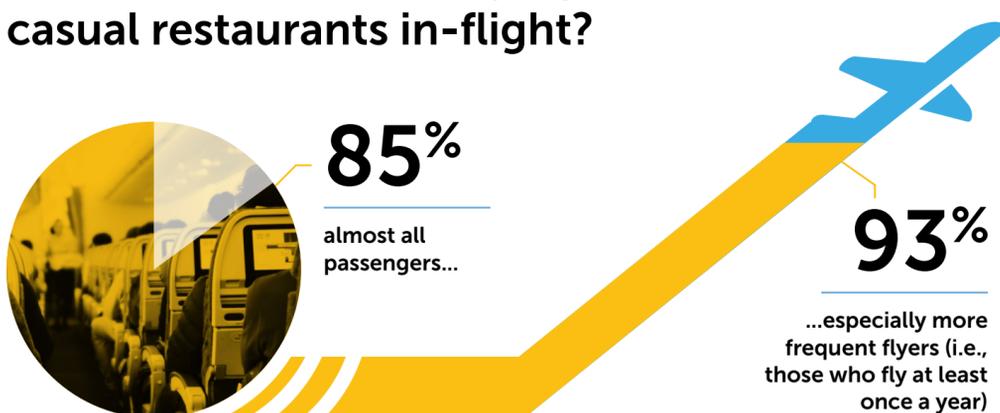
# AN ANALYSIS OF AIRLINE APPETITES

QSR Magazine recently highlighted an emerging trend - Airline passengers are seeking variety in in-flight food and beverage offerings. Although partnerships between airlines and beverage/snack brands are becoming more common, few partnerships exist between airlines and fast casual restaurants.



To better understand passengers' appetite for partnerships between airlines and fast casual restaurants, Maru/Matchbox fielded a survey via its proprietary tool, Usurv. Within hours, we gained insight into passengers' interest in, and expectations related to, in-flight QSR food options.

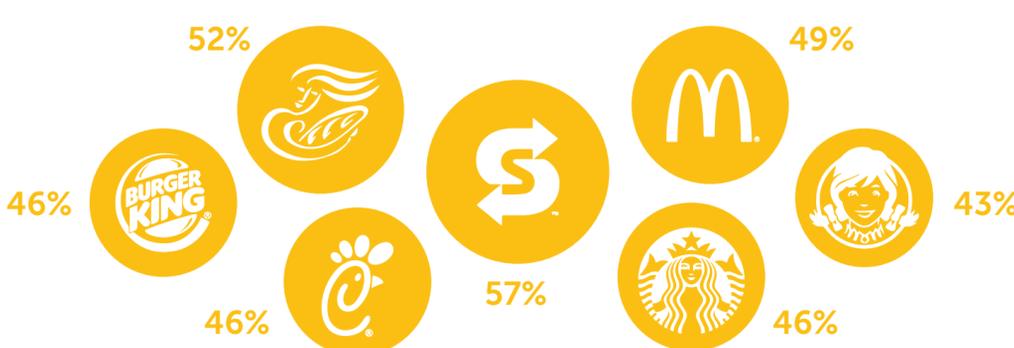
## Who is interested in buying items from fast casual restaurants in-flight?



The availability of in-flight QSR food options is by no means a niche idea, with a significant number of passengers showing interest on the industry's largest carriers:

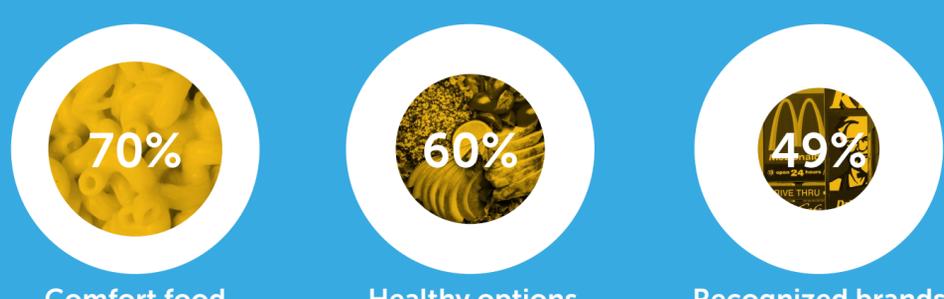


There is an opportunity for a host of fast casual restaurants to partner with airlines. Passengers are most attracted to sandwich options:



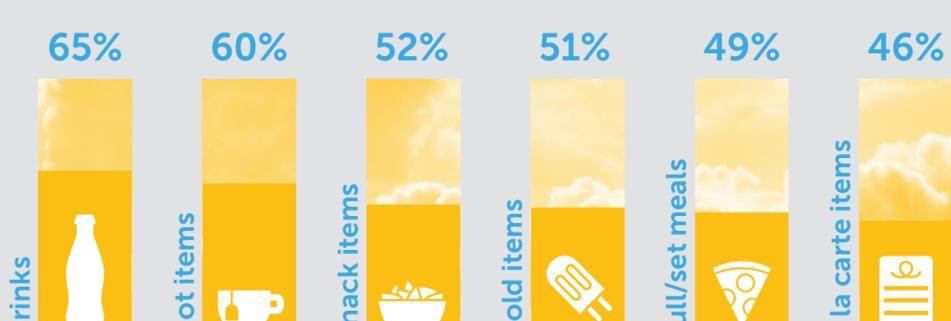
Subway edges out "burger and fries" establishments, perhaps speaking to passengers' appetite for healthier options. Sandwich options may also be easier to consume in-flight than hot offerings, like burgers and fries. Airlines would most likely also benefit from the logistics involved in prepping and serving.

The top 3 things passengers seek from in-flight fast casual options are:



There is an opportunity to leverage branded meals that speak to passengers' various needs and lend a recognizable and premium quality.

Passengers are interested in purchasing a variety of fast casual offerings in-flight.



There is an opportunity for airlines and QSRs to collaborate in order to innovate offerings that are feasible for both.

## What does this all mean?

Strong passenger interest in purchasing items from major QSRs while in-flight suggests that such partnerships might meet passengers' desire for variety in food and beverage offerings. Through partnerships, airlines can improve the in-flight experience, while meeting consumers' needs. Fast casual restaurants can leave passengers with lasting positive impressions in-flight and beyond.



Maru/Matchbox offers a sector-dedicated team of consultants and a diverse toolkit of fast and scalable solutions to help ensure that companies stay abreast of consumers' ever-changing tastes and expectations.

Contact us to learn more about how we can help drive consumer closeness with speed, scale, and substance.

