

London, 10<sup>th</sup> February 2022

## Restaurants ramp up rollouts of self-service technology

*The global self-ordering kiosks market is booming, with both international and local chains rushing to invest in the technology*

### Where McDonald's led, many now follow

RBR's brand new report *Global Self-Ordering Kiosks 2022* reveals that installations reached more than 240,000 as of June 2021. The study, which analysed projects by more than 100 vendors across 24 countries, found that deployment has jumped by 61% over the past two years.

Major international quick-service restaurant chains continue to roll out the technology. McDonald's is the largest deployer, with more than 100,000 kiosks installed globally. As well as installing them in new stores, it has largely completed introducing terminals as part of its "Experience of the Future" restaurant renovation programme. KFC and Burger King are also continuing to implement kiosks around the world.

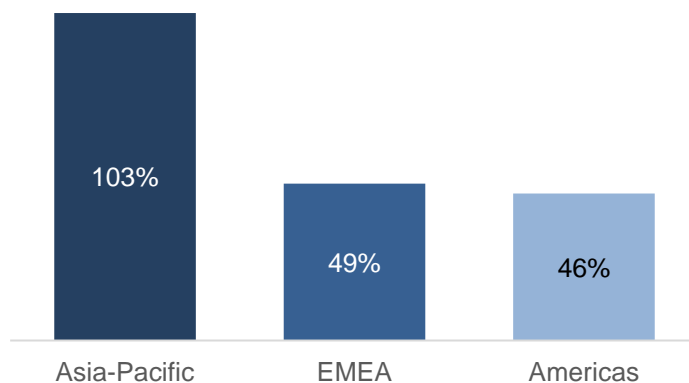
### Kiosk uptake doubles in Asia-Pacific

Installations have doubled in Asia-Pacific over the past two years. Alongside ongoing rollouts by global fast-food giants, domestic chains have also introduced the terminals. In China, local banner Dicos has installed the technology across its 2,700 restaurants, while Korea's Lotteria has installed kiosks at three-quarters of locations.

The Americas is the largest region for self-ordering kiosk installations, with more than 85,000 in the USA alone. The technology is being rapidly adopted across the region, from Barbados to Brazil, as international chains continue their rollouts and local operators introduce it.

Strong growth has continued in Europe, despite the long-term presence of kiosks in certain countries. Domestic chains have followed the lead of international firms, with Italy's La Piedadineria and Russia's #FARSH introducing self-service terminals in recent years.

### Growth in Self-Ordering Kiosk Installations, June 2019-June 2021, by Region



Source: *Global Self-Ordering Kiosks 2022* (RBR)

### Smaller operators rush to introduce tablet-based kiosks

RBR's study shows that over the past two years there has been a surge in demand for small-format terminals, including POS- and tablet-based kiosks, led mainly by smaller chains and independent restaurants. This has partly been in response to the COVID-19 pandemic, with operators seeking a cost-effective way to minimise contact between staff and customers.

### Cost cutting and customer demand drives growth

Rapid market growth is expected to continue. Customers increasingly expect the quick and convenient dining experience offered by kiosks, while restaurant operators respond to both rising labour costs and staff shortages. By 2026, there are forecast to be nearly 600,000 kiosks installed worldwide according to RBR.



## PRESS RELEASE

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Alan Burt, who led RBR's *Global Self-Ordering Kiosks 2022* research, commented: "*Self-ordering kiosks have become a must-have for hospitality operators of all shapes and sizes, benefiting from efficiency and cost savings, as well as increased ticket sizes.*"

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### Notes to editors

These figures and insights are based on RBR's study, *Global Self-Ordering Kiosks 2022*, the only dedicated study of this fast-growing market. The study provides global data, including in-depth coverage of 24 countries. For more information about this report or to discuss the findings in more detail please email Alan Burt ([alan.burt@rbrlondon.com](mailto:alan.burt@rbrlondon.com)) or call +44 20 8831 7322.

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