

# Consumers Are Lovin' It: The Impact of McDonald's \$5 Meal Deals

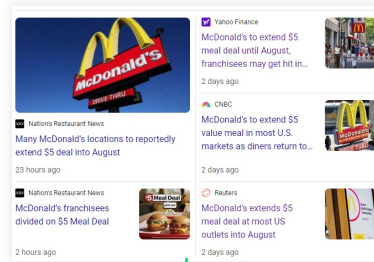


# Background: McDonald's \$5 Meal Deals



**JUNE 25, 2024**

McDonald's rolls out \$5 Meal Deals at participating stores nationwide



**JULY 22, 2024**

News breaks that McD will extend the Meal Deals through at least August



# Consumers are loving McDonald's \$5 Meal Deals

## RECEPTION

- 20M households tried the \$5 Meal Deals in the first 3 weeks post-launch.
- The McDouble is the most popular option at 70% of sales.
- Meal Deals buyers skew low income and Black or Hispanic compared to total McDonald's customers.

## BUYER BEHAVIOR

- Meal Deals early adopters are existing loyal McD's guests.
- Virtually all (98%) ate at McDonald's during the year leading up to launch.
- Meal Deals buyers spent 1.25x the average at McDonald's in the year leading up to the launch.

## INCREMENTALITY

- Buyers indicate that Meal Deals drive incremental visits to McDonald's.
- 70% state the Meal Deal was involved in their choice to visit McDonald's.
- 59% say they will eat at McDonald's more often if the Meal Deals stay on the menu.

## IMPACT

- McDonald's is seeing share gains in first 3 weeks post-launch.
- McD's total LSR market share is up +0.5 pts in the last four weeks ending 7/14/24 vs. month prior.
- McDonald's has seen its large share of wallet increase amongst Meal Deal Buyers.

# \$5 Meal Deals Quick Highlights

From first 3 weeks: June 25 – July 14, 2024

## KEY METRICS

20m

Total Buyers

24% of total McD guests

20%

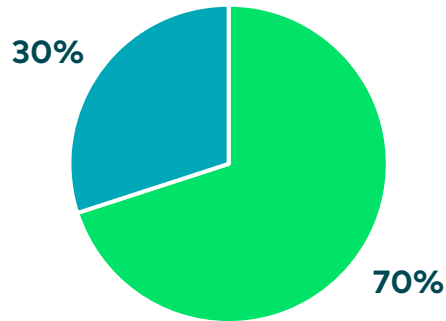
Repeat Rate

## MEAL DEALS SALES

McDouble

McChicken

12% of buyers tried both



## DEMOGRAPHICS

Index vs. Total McD Guests



Low Income

116



Black or Hispanic

131 | 112



Urban

111

# The Meal Deals appeal to existing loyal McDonald's customers

## Meal Deals Buyers' McDonald's behavior in year prior to Meal Deal launch

**98%**

**Existing Guests**

vs. **97%** of All McD Guests

**\$921**

**Annual McD Buy Rate**

vs. **\$738** for All McD Guests

**28.5%**

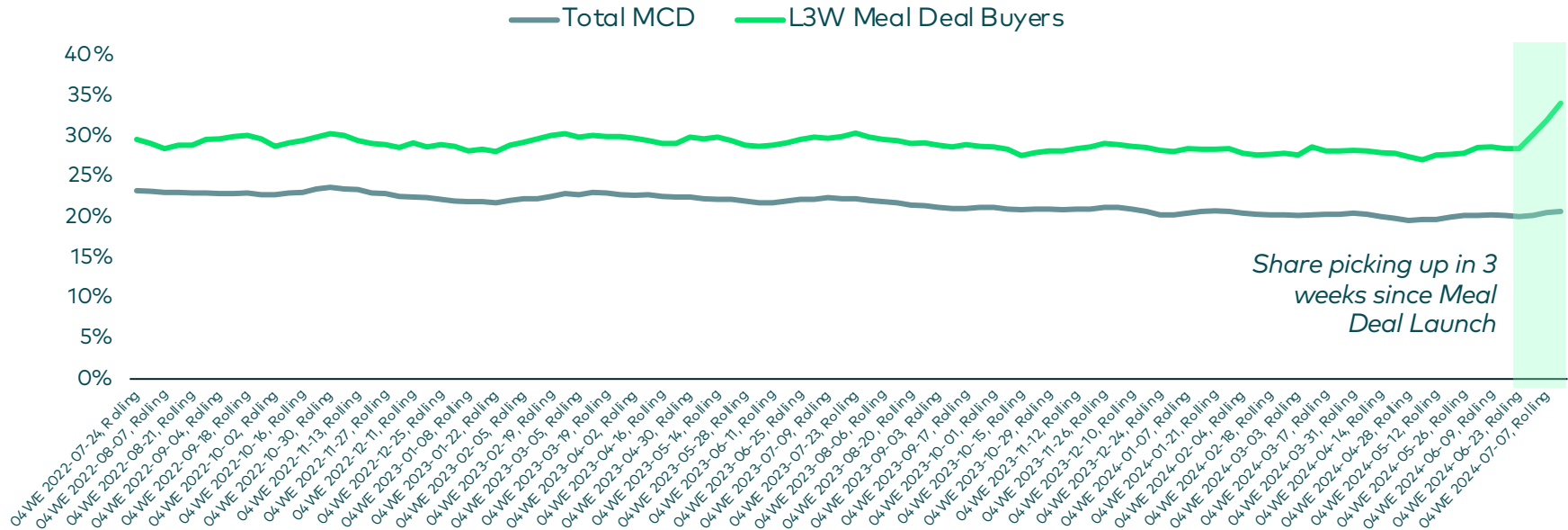
**Average McD Share of LSR Wallet**

vs. **20.7%** of All McD Guests

# McDonald's has begun to regain lost share post-Meal Deals launch

## MCDONALD'S SHARE OF LSR SPEND

Rolling 4-Week by Week, L2Y

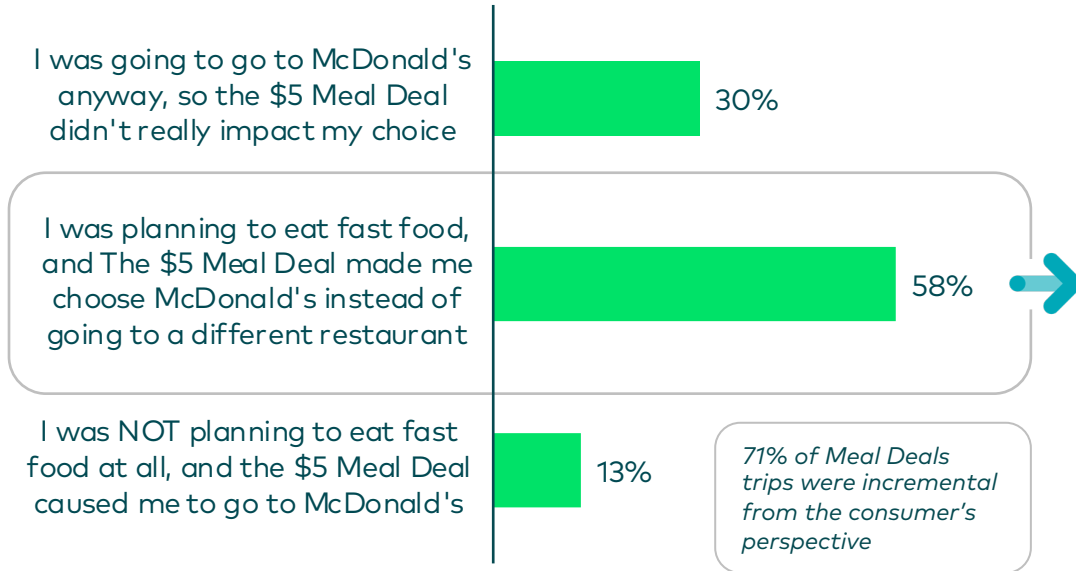


Source: Numerator Insights  
LSR Channel excluding Café/Coffee/Bakery

# Consumers indicate the Meal Deals drove incremental visits to McDonald's

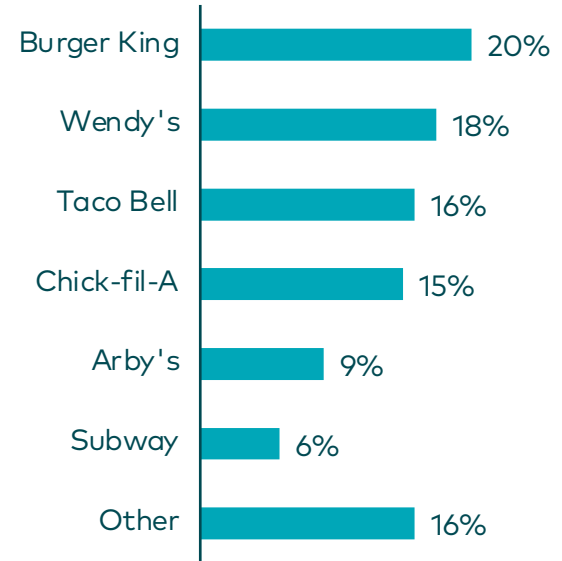
## IMPACT ON MCDONALD'S VISIT

Verified McDonald's \$5 Meal Deals buyers



## RESTAURANT THAT LOST TO MCD

Verified McDonald's \$5 Meal Deals buyers



Source: Numerator Instant Survey | Fielded 7/25/24 | n=206 verified \$5 Meal Deal Buyers

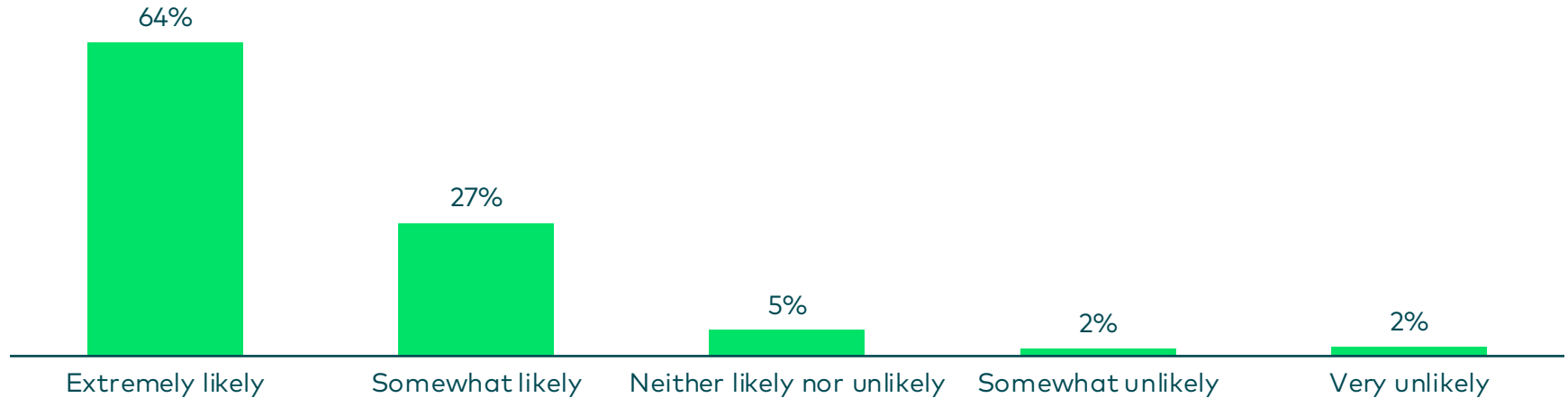
Q1: Which best describes how the \$5 Meal Deal impacted your choice to visit McDonald's?

Q2: Which restaurant would you have gone to instead? [only asked to users who answered "different restaurant" in Q1]

# High satisfaction means more than 9 in 10 buyers are likely to repurchase one of the \$5 Meal Deals

## WILLINGNESS TO REPURCHASE

Verified McDonald's \$5 Meal Deal Buyers



Source: Numerator Instant Survey | Fielded 7/25/24 | n=206 verified \$5 Meal Deal Buyers  
Q4: How likely would you be to buy a \$5 Meal Deal at McDonald's again?

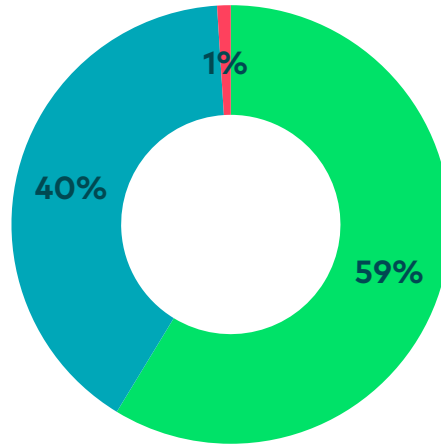


# Meal Deal buyers expect to visit McDonald's more frequently if they keep the Meal Deals on the menu

## LIKELIHOOD TO VISIT MCD'S IF MEAL DEAL REMAINS ON MENU

Verified McDonald's \$5 Meal Deal Buyers

■ More Often ■ Same Amount ■ Less Often

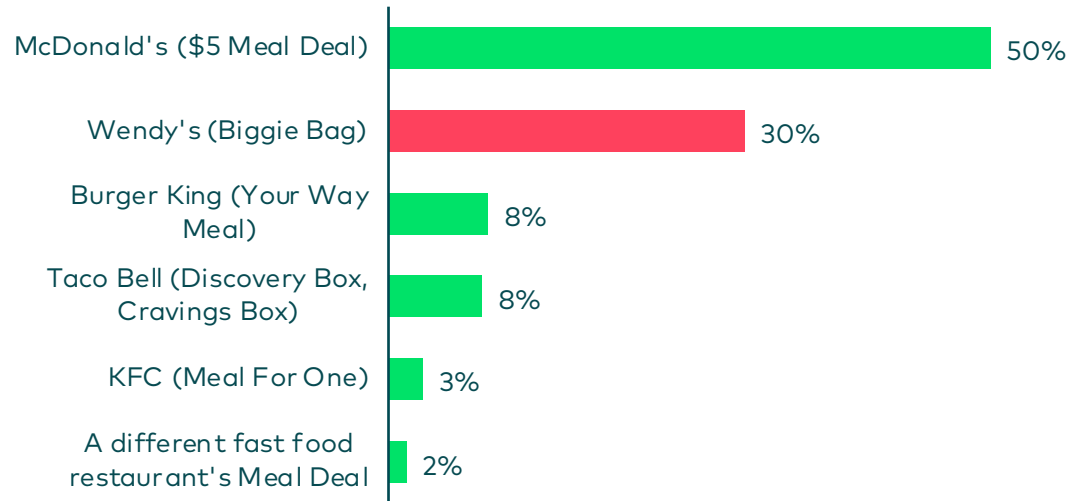


Source: Numerator Instant Survey | Fielded 7/25/24 | n=206 verified \$5 Meal Deal Buyers  
Q5: If McDonald's decides to keep the \$5 Meal Deal on the menu, how do you think that would affect your future visits to McDonald's?

# Buyers love the McD \$5 Meal Deals, but a significant portion favor Wendy's Biggie Bag

## RESTAURANT WITH BEST MEAL DEAL

Verified McDonald's \$5 Meal Deal buyers



Remember: these survey results are from verified McDonald's \$5 Meal Deal buyers. Expect higher loyalty to McDonald's offerings.



[hello@numerator.com](mailto:hello@numerator.com)

Learn how the McDonald's \$5 Meal Deals are affecting your guests, or evaluate the performance of your own menu launches with comprehensive consumer data.



BIGGER.  
BETTER.  
BEYOND.