

# Customer Experience in the Fast Food Industry by Country

## CX Metrics in the Fast Food Industry

### KEY TAKEAWAYS

+ Filipino consumers are the most likely to be satisfied, trust, and recommend after their recent fast food experiences, while Chinese consumer are the most likely to purchase more (91%).

+ Satisfaction with fast food decreased 2 points from 2022 to 2025, while likelihood to purchase more increased 3 points.

	Satisfaction	Trust	Recommend	Purchase More
Australia	71%	66%	64%	76%
Brazil	86%	81%	82%	80%
Canada	80%	73%	72%	80%
China	88%	83%	85%	<b>91%</b>
Denmark	73%	67%	62%	67%
France	78%	75%	71%	84%
Germany	79%	65%	65%	51%
Hong Kong (China)	66%	63%	60%	78%
India	82%	83%	85%	83%
Ireland	82%	78%	75%	81%
Italy	78%	68%	68%	65%
Japan	<b>57%</b>	63%	<b>46%</b>	<b>49%</b>
Mexico	88%	79%	81%	79%
Netherlands	74%	63%	62%	67%
New Zealand	74%	67%	74%	76%
Philippines	<b>89%</b>	<b>86%</b>	<b>86%</b>	84%
Singapore	80%	73%	76%	81%
South Korea	76%	65%	63%	78%
Spain	79%	72%	71%	76%
Sweden	66%	<b>57%</b>	60%	64%
United Arab Emirates	82%	78%	74%	74%
United Kingdom	82%	71%	75%	82%
United States	81%	73%	73%	81%

### ABOUT

Base: 23,730 consumers across 23 countries  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Fast Food Industry, 2022-2025

## Customer Experience in the Fast Food Industry

■ Satisfaction   ■ Trust   ■ Recommend   ■ Purchase More

Global: 2025

**78%**  
Satisfaction

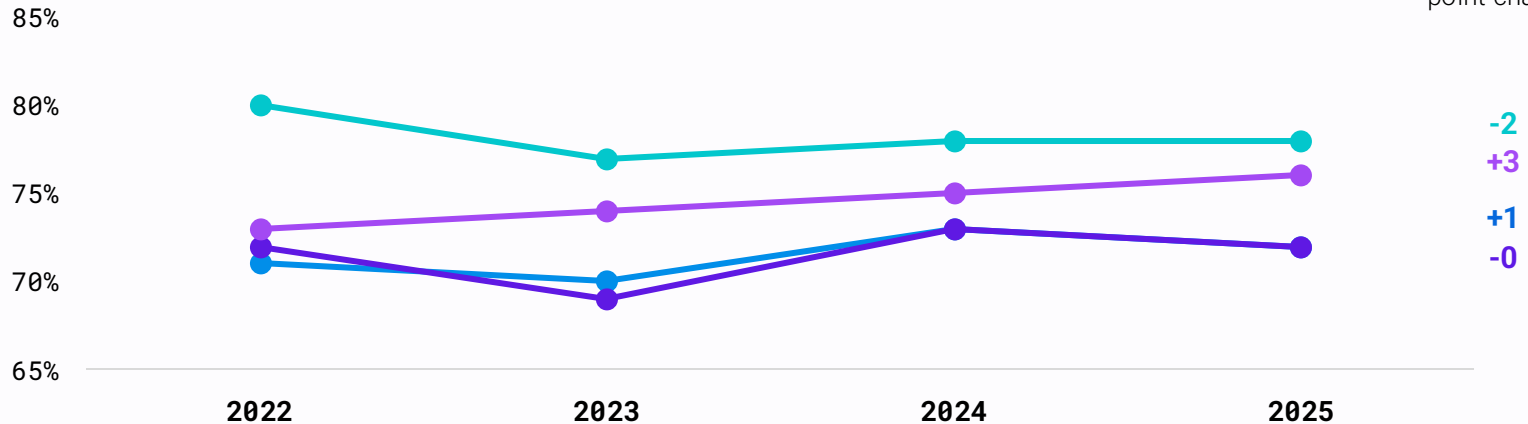
**72%**  
Trust

**71%**  
Recommend

**75%**  
Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



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## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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