

What food and beverage needs to know to plan for 2027

Hungry customers don't have much patience for digital friction. Here's what the behavioral data reveals about ordering and guest experience heading into 2027.

18.7 billion sessions · 1.6 trillion behavioral signals

The experience got healthier while friction found somewhere new to hide

Most base-level signals improved. The risk is reading that as a finished job, because thrashed cursors rose 279% over the same period.

BASE-LEVEL DATA	BEHAVIORAL INSIGHTS
↓64% Error clicks	↓34% Rage clicks
↓34% Post-error exits still 22% above average	↓10% Session duration engagement fell too
	↑279% Thrashed cursor
💡 If your 2027 plan is built on these signals, it's missing the story that matters.	💡 Rage clicks fell 34%, sessions got 10% shorter, and thrashed cursors rose 279%.

Fewer failures don't always mean easier ordering

This is the data shaping most food and beverage plans for 2027. Here's what it's missing.

THE DECOUPLING

Both breakage and frustration eased

Error clicks fell 64% and rage clicks fell 34%—real improvement. But post-error exits remain above the field average. When the customer is hungry and alternatives are a tap away, the friction that remains matters disproportionately.

↓34%

Rage clicks
150/1k (was 226)

↓64%

Error clicks
369/1k (was 1,021)

🔔 **Protect the order, not just the experience.**

ENGAGEMENT

Shorter sessions, at the same depth

Food and beverage sessions ran 10% shorter, while active time fell 10%. Both numbers moved together, so the shorter sessions are not a depth story.

↓10%

Duration
to 16m 47s

91.4%

Engagement
passive

🔔 **Measure depth, not duration.**

THE DEVICE GAP

Mobile stabilized, ordering didn't

Mobile errors fell 97%, but dead clicks rose 212%. For a hungry customer trying to order, technically working isn't enough. Every tap that goes nowhere is another chance to abandon the order—or open a competitor's app.

↓97%

Mobile errors
35/1k (was 1,071)

↑212%

Dead clicks
(1,018/1k, 3.9× web)

🔔 **Treat every dead end like an order at risk.**

A NEW KIND OF NOISE

Not every unusual signal is human friction

Unusual interaction signals rose sharply in Food & Bev, including a 279% jump in thrashed cursor activity. As automated traffic grows across the web, aggregate behavioral patterns alone are getting harder to read — this could be a struggle, or it could be something else entirely.

↑279%

Thrashed cursor
now 9.2 (was 2.4) — read with caution, not as a verdict

🔔 **Segment the signal before you act on it.**