



Food & Bev Insights 2025

*Insights from 14 billion user sessions across industries,
spotlighting Food & Beverage performance.*



Food & bev top trends



TL;DR:

Mobile loyalty is growing, but rising errors and frustration show hungry users won't wait around.

Brands are seeing longer mobile sessions, pointing to stronger engagement from features like reordering, loyalty perks, and location-driven offers. But that growth masks rising friction: error clicks more than doubled, rage and dead clicks spiked on web, and exits after error are climbing. Shallow scroll depth and higher bounce rates confirm that when ordering isn't effortless, users drop off fast.

↑122%

Error clicks

1,021 per 1,000 sessions

↑22%

Exits after error

224 per 1,000 sessions

↑673%

Rage Clicks

410 per 1,000 sessions

↑187%

Dead clicks

687 per 1,000 sessions

↑156%

Bounce rate

1,576 seconds average

↓29%

Average scroll depth

46% average

Hungry users want fast, flawless journeys...duh

Convenience decides outcomes.

Food & beverage tasks are driven by immediate need and low patience. People are coming to order a meal, find a local store, or manage a delivery. Small breaks risk frustration, so tolerance for friction is critically low, and abandoned carts happen fast.



Mobile momentum, fragile flow

Mobile use is strong and repeatable, but small hiccups during ordering or account actions quickly derail progress. Users expect one-tap clarity and instant response on the go.

Desktop hotspots signal broken UI

Visible frustration clusters around menus, forms, and checkout elements that don't behave as expected. When controls misfire or feel unclear, users abandon the task.

First screen must carry the load

People are scrolling less, which means the opening view needs to surface the primary action fast. Clear order paths, pricing, and promos should be visible immediately.

Error recovery is brittle

When something fails, users leave rather than try again. These moments collapse the journey and push customers to competitors that feel smoother.

Mobile highlights

WHAT THE DATA SAYS

Mobile sessions are much longer

The average hit 1,576 seconds (+156% YoY), showing users are staying engaged with reordering and loyalty-driven features.

Bounce rates keep rising

Over half of mobile users leave after one screen, meaning if the first view doesn't deliver, the journey ends.

Errors cause immediate exits

When something fails, users abandon instead of recovering, with error-related exits climbing year over year.

Broken interactions are on the rise

Error clicks more than doubled, highlighting fragile ordering flows that don't hold up under real-world use.

GAME PLAN

Fix error hot spots

Capture the error state, keep inputs, return users to the failed step, and offer a clear retry.

Make the first screen decisive

Put order, delivery or pickup, and pricing up front to cut early bounce.

Speed to reorder

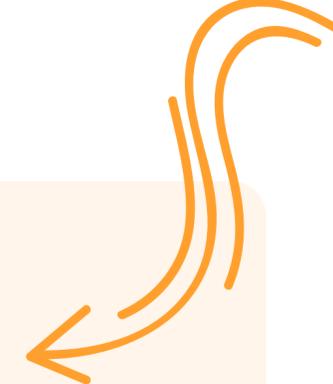
Enable one tap reordering, saved payment, and saved addresses to convert longer sessions.

Harden critical components

Validate forms and buttons, clarify tap targets, and remove elements that only look clickable.

Monitor “Exits after error” by step

Set an improvement goal, alert on spikes, and fix the top three flows first.



Web highlights

WHAT THE DATA SAYS

Web frustration spiked

Rage clicks on desktop jumped, pointing to buggy menus, misfiring forms, and unresponsive checkout flows.

Dead ends increased

Dead clicks nearly tripled, a sign that users are tapping on non-interactive elements or struggling to find the right path.

Broken interactions multiplied

Error clicks more than doubled, disrupting fast ordering and eroding trust in key flows.

Users see less of the page

Scroll depth fell, so the first screen must surface primary actions and value immediately.

GAME PLAN

Fix the highest-volume error paths first

Capture error state, keep inputs, return users to the exact step, and offer a clear retry.

Shorten the path to decisions

Surface rates, fees, eligibility, and next steps above the fold; use progressive disclosure.

Eliminate dead zones

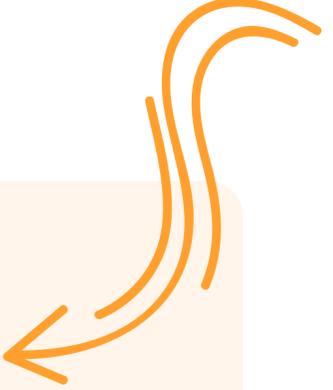
Remove or restyle non-actionable areas and overlapping hit areas so looks clickable equals clickable.

Keep momentum visible

Show step indicators, confirm successes, and present a next best action on every completion.

Protect trust while reducing friction

Write plain-language errors that explain what happened and how to recover; keep identity cues obvious.



FOOD & BEVERAGE MATRIX

Four stages of digital maturity

This matrix outlines four stages of digital maturity based on how teams use behavioral data, identify friction, and act on insights. Use it to assess where you are today and where to go next.

	Mindset	Signals you're here	Data use	Digital strategy
REACTIVE	Put it live and hope it works.	Spikes in web rage and dead clicks go unexplored. Rising mobile bounce is accepted as normal.	Ad hoc dashboards. No error or exit tracing.	Patch visible bugs. No prioritization by impact.
Reactive → Aware:	Teams map the end-to-end order flow and add baseline tracking for frustration and abandonment. Everyone aligns on the first screen's primary action and starts fixing obvious dead ends.			
AWARE	We see the friction. Now what.	Team tracks error clicks and exits after error but fixes are one-off.	Basic monitoring of key signals like error clicks, bounce, scroll. Limited segmentation.	Improve above-the-fold clarity and remove obvious dead ends.
Aware → Insightful:	Signals roll up into journeys so work can be prioritized by impact on ordering and payment. Teams harden fragile steps, tighten error recovery, and measure drop-off reductions.			
INSIGHTFUL	Fix the right thing first.	Friction hot spots are mapped across checkout, promos, and payment. Error exits trend down.	Journey-level views combine frustration, abandonment, and engagement.	Harden critical components, validate inputs, clarify affordances, and shorten paths to order.
Insightful → Predictive:	Monitoring shifts from dashboards to alerts on spikes in error exits and broken taps. Experiments, personalization, and one-tap reorder turn insights into steady conversion lifts.			
PREDICTIVE	Prevent friction before it happens.	Longer mobile sessions translate to faster orders and fewer retries. Web frustration is proactively contained.	Alerts on emerging error patterns. Segmented insights drive experiments and personalization.	One-tap reorder, saved payment, and location-aware offers reduce bounce and lift completion.

Fullstory is built to help



Explore more:

- [Food & Bev customer success stories](#) →
- [On-demand product tour](#) →
- [Interactive 2025 Benchmark Report](#) →



Frustration signals

Frustration signals like rage clicks, dead clicks, and error exits reveal where users get blocked in authentication, verification, payments, transfers, and applications.



Mobile analytics

Mobile analytics surfaces broken tap targets, gesture issues, and laggy flows without relying on screen recordings or adding weight to your app.



Anywhere: Activation

Turns live behavioral signals into real-time actions across your stack so teams deliver in-the-moment personalization and faster support.



StoryAI

StoryAI spots behavioral patterns and creates session summaries automatically so teams can skip the guesswork and act faster.