

DON'T LET THE

2026 World Cup

Catch Your Kitchen Off Guard

It's the biggest sporting event of 2026, and even if your restaurant doesn't have a single TV screen, you're going to feel it.

There's a dangerous myth going around: "If I'm not a sports bar, the World Cup won't affect me." In reality, the impact is deeply personal. With massive viewership in countries around the world, the "trading day" will be fundamentally disrupted across all three regions. Whether your doors are in a host city or a thousand miles away, your customers' habits are about to change.

But to understand how they change, you first have to understand the "Invisible Guest" who will be dictating your customers' schedules: The National Team.



The “*National Team*” Wild Card

The progression of a national team is the ultimate wild card. We don't yet know how teams like Brazil, England, or Mexico will perform, but we do know that when a national team succeeds, the world stops.

People don't wander through shopping centers or sit down for a casual lunch when their country is on the pitch. They stay home. They gather with friends. They order in. This shift creates a “demand distortion” that hits your operations in three specific ways:

The Empty Floor

You'll be over-staffed for a front-of-house that stays quiet because fans are elsewhere.

The Delivery Storm

You'll be under-resourced for a sudden, high-velocity surge in orders right before kickoff.

The Profit Drain

When your labor doesn't match the channel, operational friction eats your margins.

When these three distortions collide, the result isn't just an “off day” for your staff - it's a massive, measurable hole in your P&L.



The \$200,000 Blind Spot

This isn't just a minor dip in traffic; it's a fundamental shift in how people eat.

Consider this

For a restaurant chain turning over \$1 million on a busy Sunday, a major match day can represent a 20% revenue loss. That is a \$200,000 hit to your bottom line.

But here is the catch

that \$200,000 risk doesn't look the same for every one of your storefronts. To protect your margins, you have to look closer at the map.

Previous Final: Local Time Profile



The Geographic Risk

Destination vs. Residential

The impact of the 2026 World Cup differs substantially across your locations based on geography and consumer intent.

Location Type	Observed Behavior	Top Examples of Impact
'Destination' Locations (e.g., Shopping Centres, Entertainment Complexes, High Streets)	Large drops in dine-in sales. Fans avoid shopping centers and entertainment complexes during games.	High-traffic retail and leisure complexes.
Residential Hubs	Large surges in delivery sales. These stores become fulfillment centers for home viewers.	High-density suburban neighborhoods.
Travel and Transit Centers	Subdued eat-in as travelers rush to reach a destination before kickoff.	Major highway rest stops and regional transportation interchanges.



How Kickoff Times and Progression Dictate Demand

The 2026 World Cup will rewrite your trading day. Standard daily reports are useless here because they hide the volatility. The pre-kickoff delivery spike and the post-match surge are invisible if you're only looking at "total daily sales."

If your rosters and prep schedules aren't built around kickoff times - down to the 15-minute interval - you'll be caught under-resourced at exactly the wrong moments.

Stage	What's Happening	Fan Behavior
2 Hours Pre-Match	Delivery and collection sales surge.	Fans are "ordering in" to eat before the whistle.
During the Match	Eat-in demand drops by as much as 20%.	Fans would rather skip a meal than miss a goal.
Post-Match	A sudden spike in orders follows the final whistle.	The "stadium at home" breaks up, and everyone is hungry.



Why You Can't Fix This by *“Eyeballing”* It

You can't measure this impact by looking at last tournament's reports - those reports don't show what would have happened if the tournament wasn't there.

At Predictive Insights, we use machine learning to build a “Non-Tournament Baseline”. We ingest five years of your data to simulate an alternative reality, allowing us to strip out the “ghost revenue” and build your 2026 targets on solid ground.

What this means for your ROI

1

Staffing

Rosters that match real-world demand can cut your wage bill by 10%.

2

Waste

Ordering only what you'll actually sell can reduce food waste by 20% - often covering the entire cost of our partnership.

3

Speed

Precision prevents the guest experience from crashing; every 10% you under-forecast leads to a 3.2% increase in wait times.



Key Takeaways for QSR Operators

The 2026 World Cup won't just be a busy summer - it will fundamentally change how demand flows through your restaurants. The core finding from our analysis is simple but consequential: **football increases delivery and crushes eat-in, and the net effect is a revenue shortfall, not a boost.**

Analysis Findings	What this means for your restaurant
<p>1. Your current forecast is likely wrong. Standard year-over-year comparisons can't account for tournament-driven behaviour shifts. If your 2026 targets are built on summer 2025 actuals, you're working from a distorted baseline</p>	<p>Leading to overstaffed dining rooms and under-resourced delivery operations at the same time</p>
<p>2. The impact is hyper-local. Demand swings vary dramatically depending on which nations are playing and how far they progress. A location near a residential neighborhood behaves completely differently to one in a shopping centre or entertainment complex on match days. And when a host nation is in contention, the effect intensifies</p>	<p>The further they advance, the larger the gap between your standard forecast and reality.</p>
<p>3. Match timing rewrites your trading day. The pre-kickoff delivery spike and post-match surge are invisible in daily-level reporting.</p>	<p>If your rosters and prep schedules aren't built around match times, you'll be caught under-resourced at exactly the wrong moments.</p>

Let's Make Sure You're Ready for Kickoff

We want to help you see clearly. We'll model your specific locations against our World Cup baseline and show you exactly where your current forecast is exposed - before it costs you.

