

---

# **Transformation and Digitalization of the Gastronomic Industry in the CEE**

after the Covid-19 Pandemic





2022

# Igor Třeslín



CEO Storyous  
SaltPay Partner

# Czech Gastronomic Industry before Covid-19

- Turnover in 2019: 150 billion Czech crown
- 3,2 % GDP
- CAGR '13 - '18 7,73 %
- ≈ 35 K businesses
- Very low level of consolidation

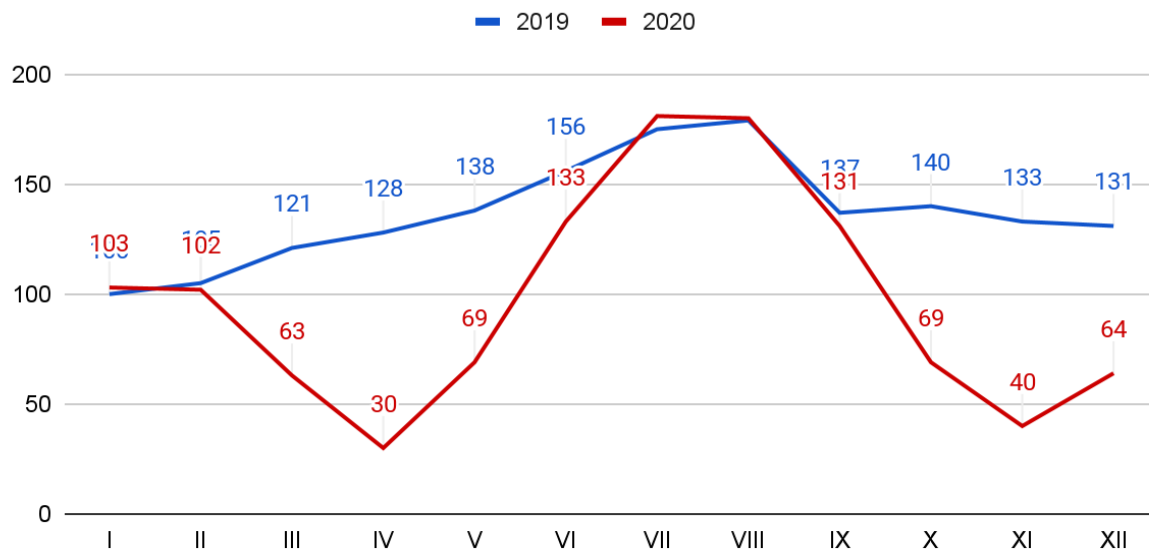
2022



# Czech Gastronomic Industry 2019 vs 2020

- 2020 - businesses operated without any restrictions for just **4 months**
- **Total turnover fell by 32 %** year-on-year as a result of restrictions
- Compared to 2019 turnover ↓ **63 billion CZK**
- An estimated **10 percent of businesses** are no longer open

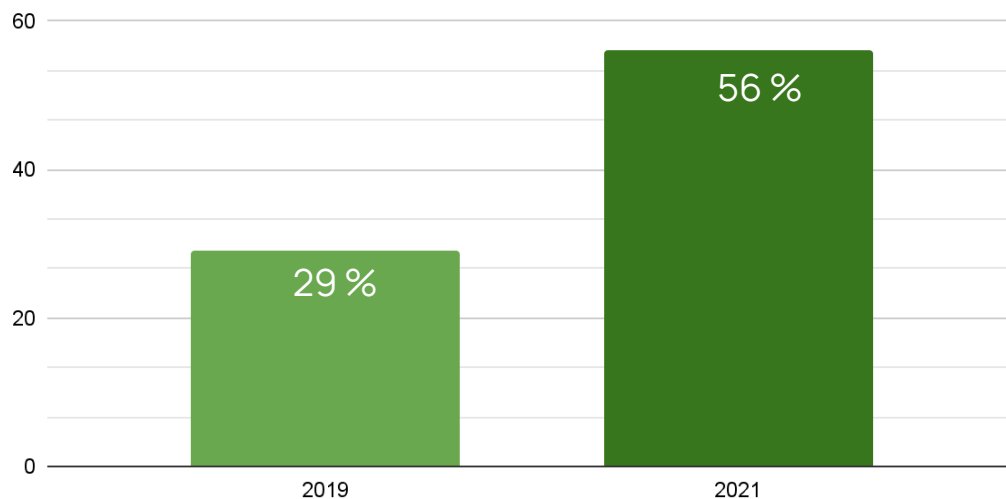
Comparison of the development of Gastronomic Industry (2019 vs. 2020)



# Digitalization of Czech gastronomy in 2019-2021

- Preference of **cashless payments** in the covid era
- Direct result of the demand of **delivery companies** that did not want to accept cash

Acceptance of cashless payments in Gastronomic industry in 2019 and 2021



Zdroj: Data Servis – Informace s.r.o.

# How often do guests visit gastro businesses now compared to 2 years ago?

- at the start of this year, **64% of guests maintained their pre-Covid habits** of visiting gastro establishments
- only **a third of guests** have reduced their visits

## More often



## Just as often



## Less often



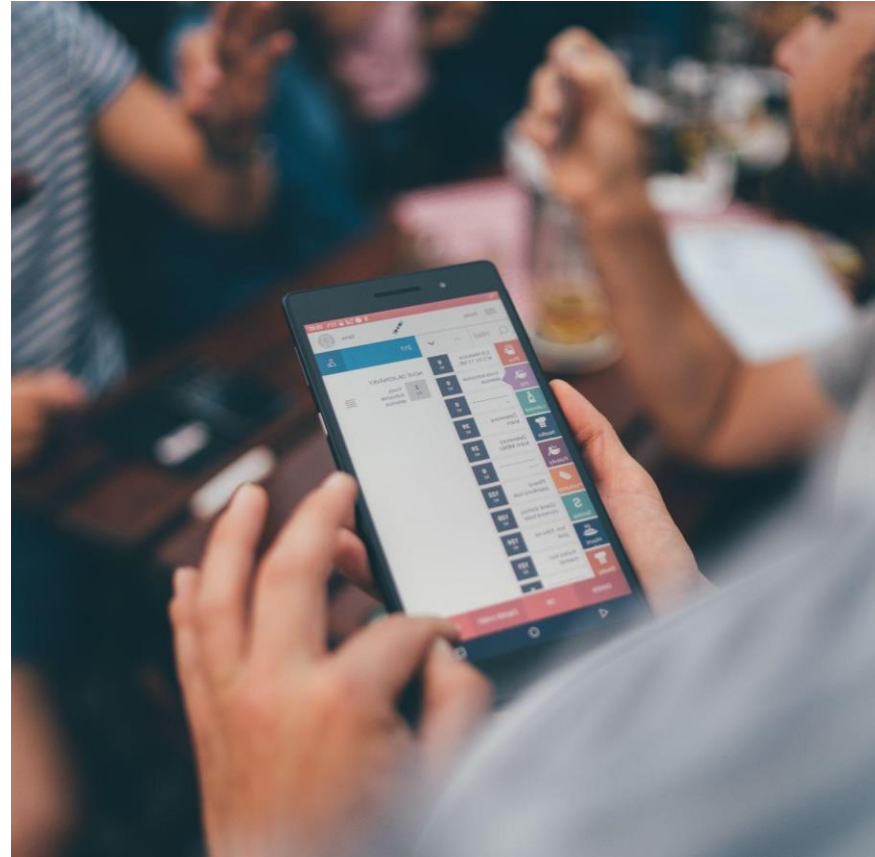




# Current trends in the Gastro Industry

- Ghost kitchen
- Apps “for everything”
- Technology instead of an employee

2022





# Any questions?

[igor@storyous.com](mailto:igor@storyous.com)

**Thank you for you attention!**



2022