When War Disrupts Oil Supply, Drive-Thrus Feel the Pain

Global Conflict

1 Initiates ripple effect through oil price hicks

2 Limited Escalation

Gas +15% (~$3.70/gal)
~0.7% fewer visits

3 Significant Conflict

Gas +30% (~$4.20/gal)
~1.5% fewer visits

4 Supply Shock

Gas +60% ($5.10/gal+)
~3% fewer visits

What research found

0.7%

Fewer visits for every 10% rise in gas price

$4/gal

Tipping point where impact almost doubles

Real-World Scenario

Gas jumps 31% › 6 fewer customers daily › **$22k sales lost yearly**

DRIVE-THROUGH DEPENDENCY

Suburban, car-heavy locations feel the pain first. Urban walk-ins are largely insulated.

VALUE OPPORTUNITY

When gas climbs, diners trade down from sit-down restaurants to more affordable options, and QSRs with strong value menus win.

GEOGRAPHIC EXPOSURE

Not all markets are equal. Car-dependent, low-income neighborhoods see the sharpest traffic swings.

Plan effectively by contacting RMS today

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Source: RMS Analysis · QSR data from 2022–2026