

McDonald's plans to double down on value in 2025

Article

The news: McDonald's is planning a "McValue" menu for 2025 that would help it reassert its position as value leader in the fast-food space and support its recovery after an [E. coli outbreak](#) sickened over 100 people in 14 states.

- The quick-service restaurant (QSR) will extend its \$5 meal deal into the first half of 2025 and introduce an offer to buy one item—like a double cheeseburger or McChicken sandwich—and get an additional item for \$1 more.
- Restaurant operators are currently voting on the new McValue initiative, but it's likely to pass.

The big picture: McDonald's new value platform is a clear sign that **the QSR price wars will continue into 2025** as fast-food operators lean heavily on deals to persuade budget-conscious customers to return to stores.

That strategy has had mixed success so far.

- The popularity of McDonald's \$5 value menu helped US same-store sales return to growth in Q3—at least until the E. coli outbreak occurred.
- **Burger King's** summer promotions and Fiery menu failed “to cut through all the value messages in the market,” **Joshua Kobza**, CEO of parent company **Restaurant Brands International**, said on the company's Q3 earnings call.
- Limited-time offers (LTOs) and other deals at **KFC** and **Pizza Hut** underperformed in Q3 relative to expectations, **Yum Brands** CEO **David Gibbs** noted, due to the intensely competitive and highly promotional environment.

Our take: Offering a value menu is now table stakes for fast-food operators, but **discounts alone won't get customers through the door.**

That's something McDonald's understands keenly—which is why it's also turning to LTOs like its Chicken Big Mac and “Collector's Edition” vintage-inspired cups (and the pending return of the McRib) to generate buzz and draw customers to stores.

While its new menu should help restore McDonald's reputation for value, **it will first have to convince consumers that its food is safe to eat.**

Brand Attributes That Are Dealbreakers/Important to Consumers Worldwide in the Brands They Buy/Use, April 2024

% of respondents

Good value for the money	91%
Offers the best quality	90%
I trust it	88%
High quality customer service	87%
Convenient to find, buy, and use	86%
Has a good reputation	86%
I love it	85%
I trust the company that owns the brand	82%

Note: top 8 of 13 responses

Source: Edelman, "2024 Edelman Trust Barometer Special Report: Brands and Politics," June 13, 2024

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