



# 2025 NCAA Fan Concessions Report

NCAA concessions trends and game day experience

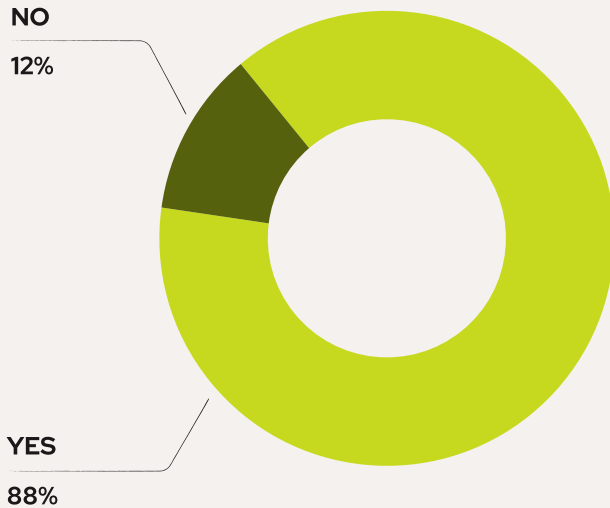
Mashgin surveyed NCAA fans across the U.S. to understand their attitudes on and experience with stadium concessions. This report covers the those findings.





# A hungry crowd

While attending an NCAA game, do you normally purchase food or beverages?



# 88%

## BUY FOOD EVERY GAME

88% of fans report purchasing food each game -- making concessions a central part of the stadium experience.



# \$79

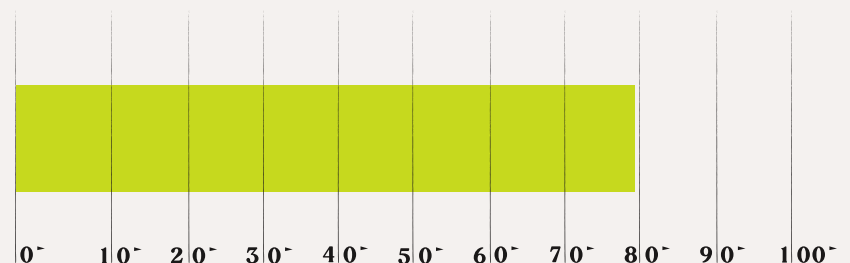
## AVG. SPEND/GAME

On average fans reports spending \$79 per game on concessions.



# NCAA fans are spending big

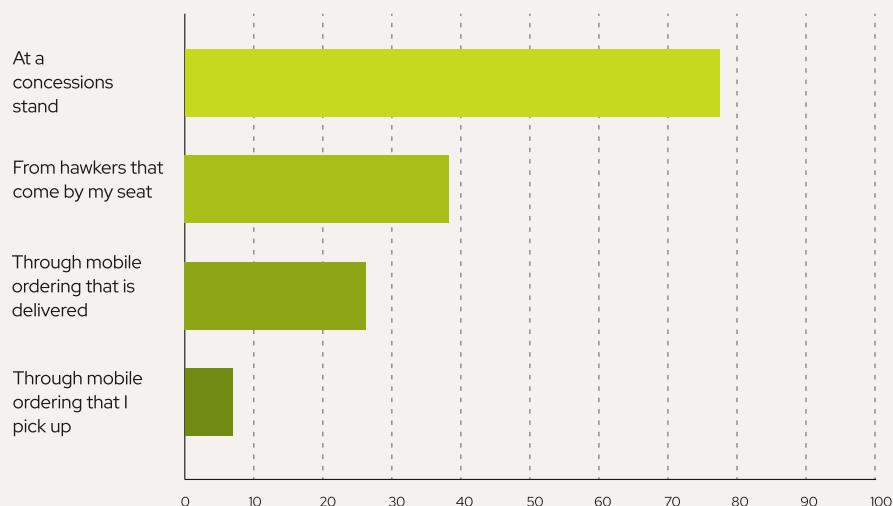
How much do you estimate that you spend on concessions per game? (in \$USD)



Of the fans who buy food at NCAA games:

## Concession stands are where most fans get food

Where do you purchase food/drinks most often while attending an NCAA game?



# 73%

PREFER  
CONCESSION  
STANDS FOR FOOD  
PURCHASES

most fans report concessions stands as one of their most common places to get food.



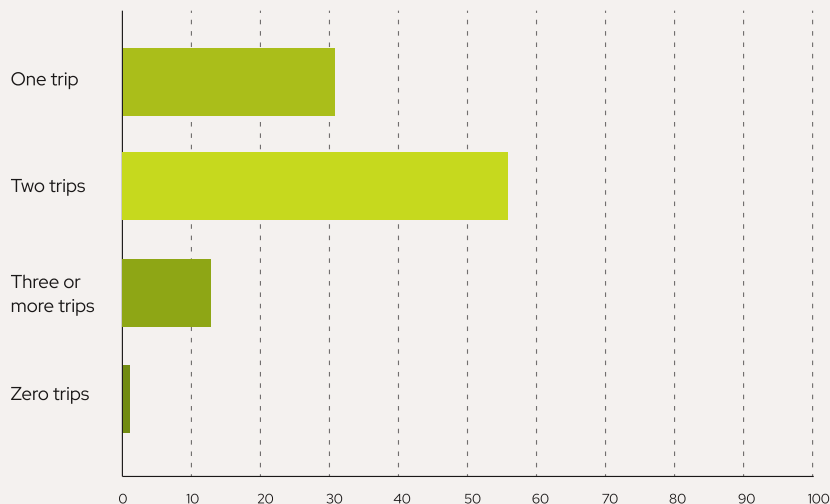
# 69%

TAKE TWO OR MORE  
TRIPS PER GAME

Nearly all fans who eat report making **at least one trip** to the concession stand, and 69% make two or more trips, each game.

## Most fans make multiple trips per game

How many trips do you take to concessions for food and/or beverages per game? (Select one)





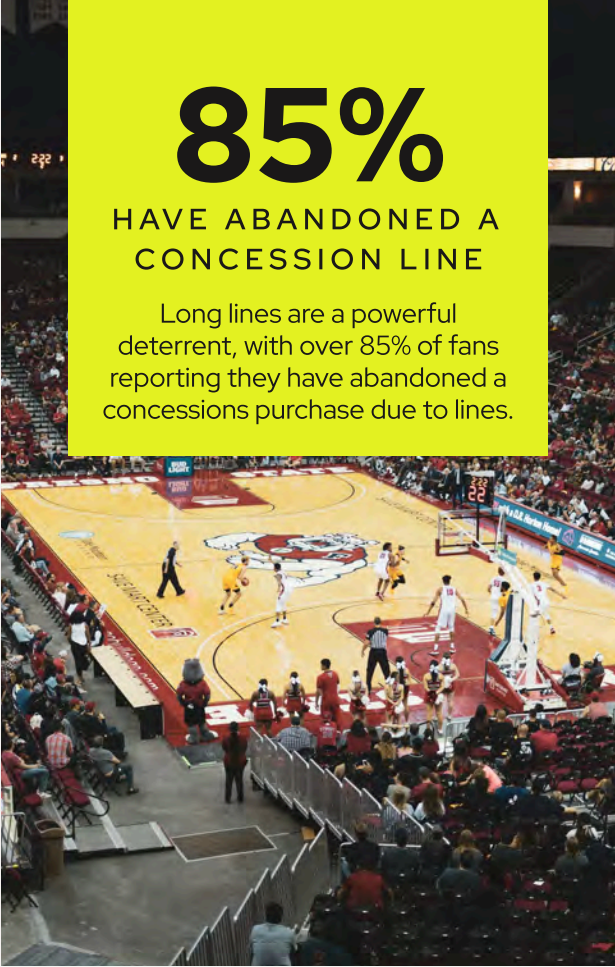
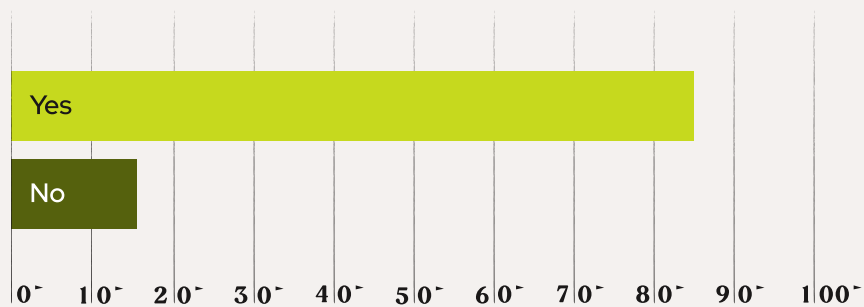
# The impact of lines on concessions

Lines, whether to park, enter the stadium, or grab a snack, are always ranked among fan's least favorite experiences at an NCAA game. We dug deeper into fan's perceptions of lines and how it impacts stadium concessions sales.



# Concessions lines lead to lost sales

Have you ever abandoned a concessions purchase because the line was too long or waiting in the line was taking too long?



85%

HAVE ABANDONED A CONCESSION LINE

Long lines are a powerful deterrent, with over 85% of fans reporting they have abandoned a concessions purchase due to lines.

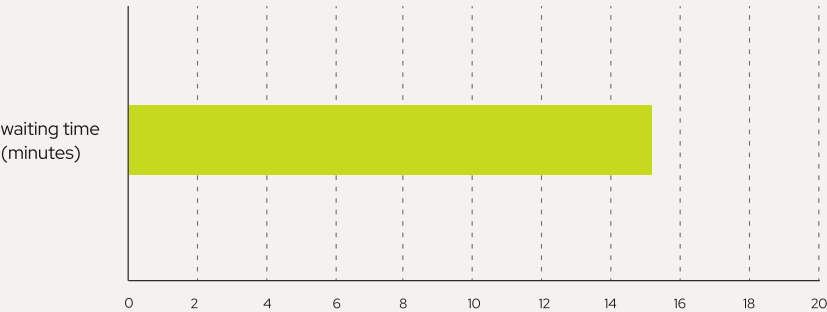
15 MINS  
AVG. LINE FOR  
CONCESSIONS

NCAA fans report waiting in line for an average of 15 minutes per trip to concession.



## Fans wait 15 minutes per concessions trip

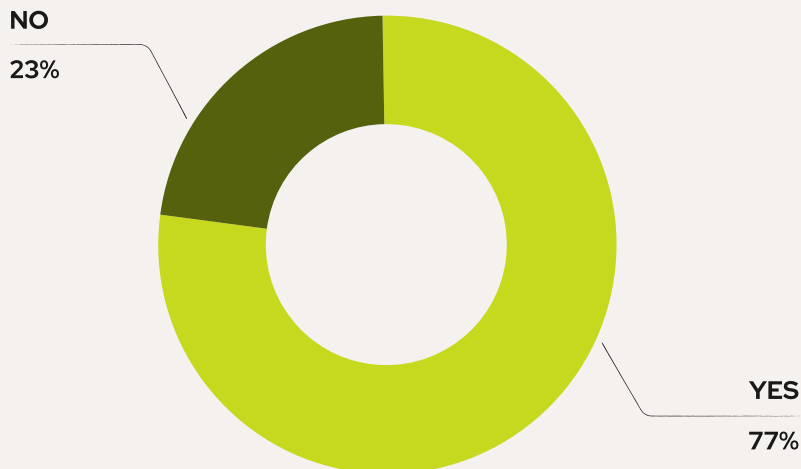
Provide your best estimate as to how long you normally wait in line and pay for food or drinks during one trip to concessions? (In minutes)





# Most fans have missed a crucial play while in line

Have you ever missed a crucial or memorable play because you were waiting in line at concessions?



# 77%

REPORT MISSING A KEY PLAY

77% of fans report that they have missed a crucial or memorable play while they were waiting in line at concessions.



# 60%

FEEL ANXIOUS AND RUSHED

60% fans feel anxious and rushed when buying concessions at an NCAA game.



## More than half of fans feel rushed when buying concessions

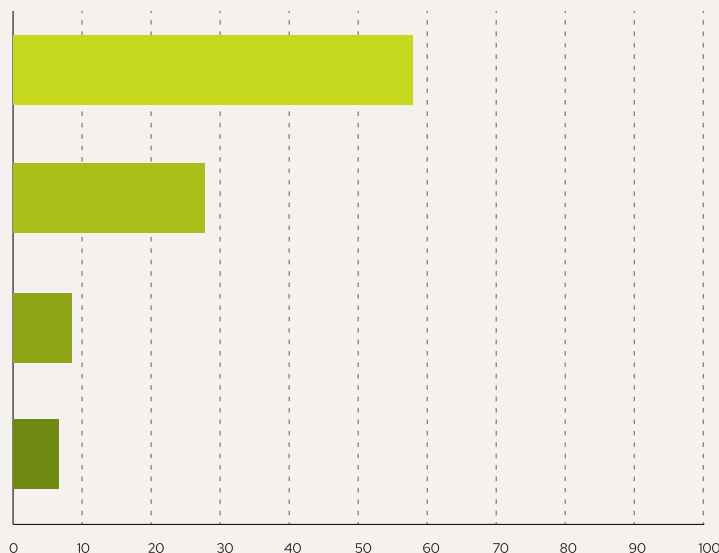
When it comes to leaving your seat for concessions, choose the sentence that best describes how you feel (Select one)

I feel rushed as I am anxious about missing the game

I don't feel rushed or anxious since I can keep track of the game on the monitors or my phone

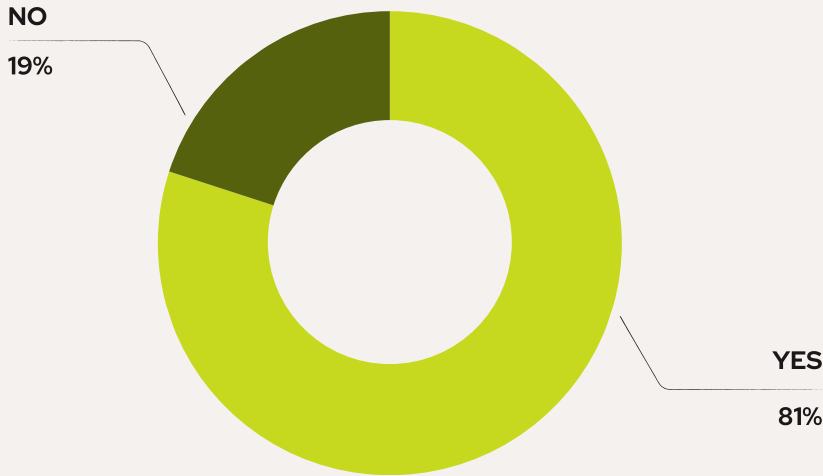
I am not always in my seat during games, so I don't mind waiting in line for food and drinks

I care more about other aspects of the game like socializing, etc., so I don't mind missing some of the game



# The majority of fans would buy more if lines were shorter

If wait times for concessions were shorter, would you buy more food and/or beverages at NCAA games?



**81%**  
WOULD BUY MORE FOOD  
more than 80% of NCAA fans surveyed said they would buy more food at games if the lines were shorter

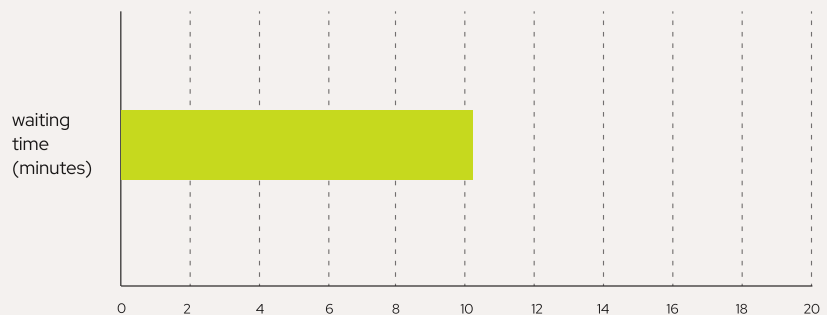


**10** MINS OR LESS  
OPTIMAL WAIT TIME

Most fans report they would rate lines 10 mins or less a 5/5 star experience on a post-purchase survey

## An ideal line is under 10 minutes

How short should a concessions line need to be for you to give it a 5/5 star rating on a post-purchase survey? (In minutes)





# Mashgin's impact on concessions lines

EMBRACING A FASTER CHECKOUT

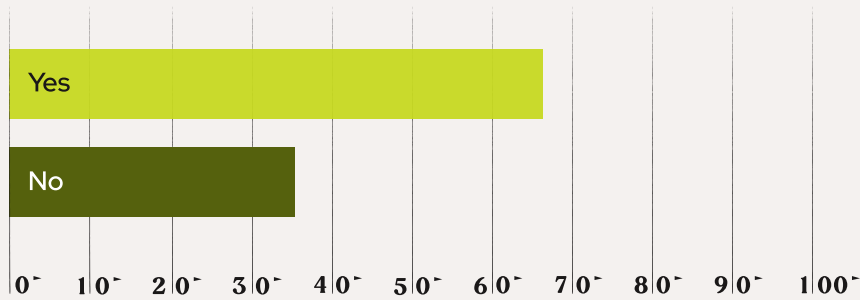
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# More than half of NCAA fans have used Mashgin before

Have you ever used a self-checkout kiosk similar to the one featured here?



Fans are rapidly adopting new technologies.

# 65%

of those surveyed have already used Mashgin's AI-powered checkout to grab concessions.

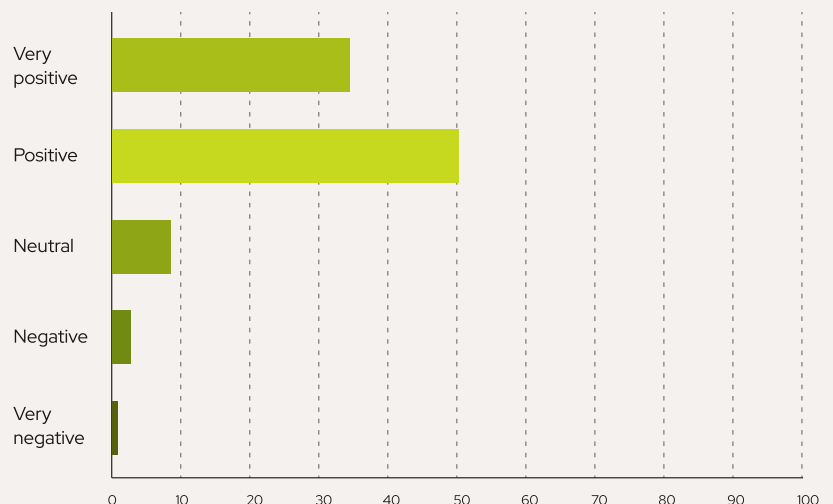
# 83%

## HAD A POSITIVE EXPERIENCE

83% of fans had a positive experience with Mashgin

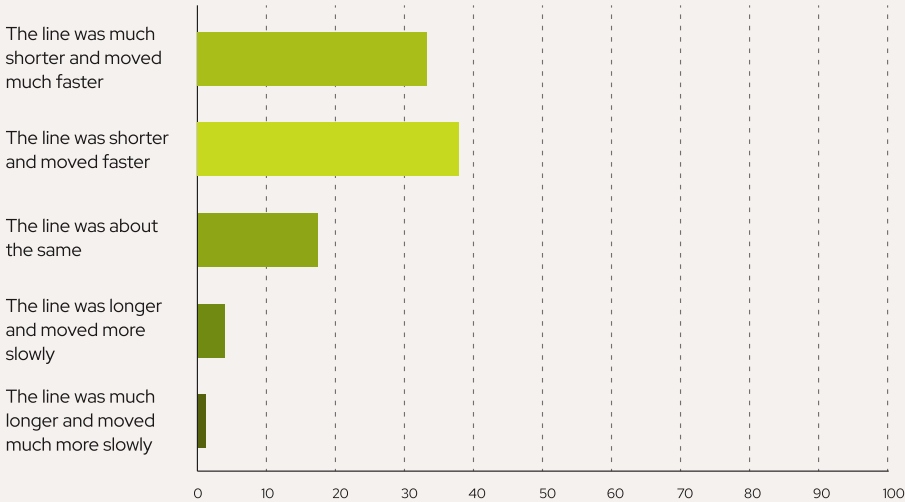
# The vast majority of fans enjoyed their Mashgin experience

How would you describe your experience using the kiosk featured here?



# NCAA fans report shorter, faster lines with Mashgin

How would you describe the concessions line at the stand where you used the kiosk featured here?



77%

REPORT SHORTER, FASTER LINES

77% of fans report shorter, faster moving lines when using Mashgin and confirm that lines are noticeably faster, with 34% calling them much shorter and much faster.



71%

PREFER MASHGIN

71% prefer Mashgin over traditional checkout

In an independent study run by **Adelaide Oval** 71% of Mashgin users surveyed at the venue reported that they preferred Mashgin to any other form of checkout.

Learn how Mashgin can transform your business today.





# About this report

2025 NCAA FAN CONCESSIONS REPORT

## Research Methodology

This study was conducted by Mashgin using SurveyMonkey's audience panel market research solution. Respondents were a representative sample of NCAA fans from across the United States who had attended an NCAA event in the prior 12 months. The survey was conducted between June 17th and 18th 2025. A total of 553 NCAA fans participated in the survey.

## Report Contact

Toby Awalt  
VP Marketing  
Mashgin  
[toby.awalt@mashgin.com](mailto:toby.awalt@mashgin.com)

