

The NFL Fan and Stadium Experience: 2024-2025 Post-Season Report

Concession Lines Intercept the Fan Experience



mashgin

Introduction

The NFL regular season has concluded and as fans gear up for playoffs and the Super Bowl, it's a good time to analyze how the fan experience at NFL stadiums is evolving and improving, specifically with regard to the balance of time between watching the game and enjoying gametime concessions like beer, hotdogs, popcorn and other snacks.

The difference between a good and bad in-person fan experience can come down to minutes, if not seconds.

Once-in-a-lifetime or once-in-a-season plays can take less than 10 seconds to transpire, so football fans, especially hard-core fans, are focused on seeing as much action on the field as possible. But they, like any other fan, still want to enjoy food and beverage as part of the full fan experience.

These hard-core fans can suffer from “Fan FOMO” – fear of missing a critical play by their team because they were waiting in line for a beer or hot dog.

The Opportunity Cost of Concession Lines



2 trips

to stadium concessions
can result in

**= missing
23 plays**

or three scoring drives

For season ticket holders in the
NFC attending nine home games
across the season, that's potentially

**27 scoring
drives missed**

waiting in line at concessions.

With regular-season NFL game tickets costing hundreds of dollars per person, every fan wants to maximize their experience at the stadium. And if there is a long wait in line at stadium concessions, there's a potential “opportunity cost” of missing out on the action on the field.

The Mashgin NFL Fan and Stadium Experience Report

reveals new data around the fan experience, and how AI-powered technology is reducing time in line for concessions and increasing time in seats.

Rules of the Game: Game-day Fundamentals

Over 18 million fans attended games in person during the NFL regular season in 2024. Every fan steps into the stadium with a simple goal: to make the most of their game-day experience. But just like in football, there are challenges, change-ups, and valuable minutes that can't be wasted. These are the "rules" that shape the fan's experience:

Time is Precious

60 mins

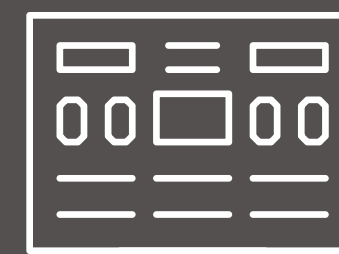
Regulation game time (not including overtime)

3 hrs, 12 mins₁

Average game length (including time outs, half-time, etc.)

Almost 13 mins₂

Average time spent at concessions



Fans are Invested

Rising Costs

The average NFL game ticket is

\$132 a 9% YoY increase.₃

This equates to **\$.69 per minute** during an average game.

On average, the cost of going to an NFL game has increased by **\$43 (39%)** since 2013.₄

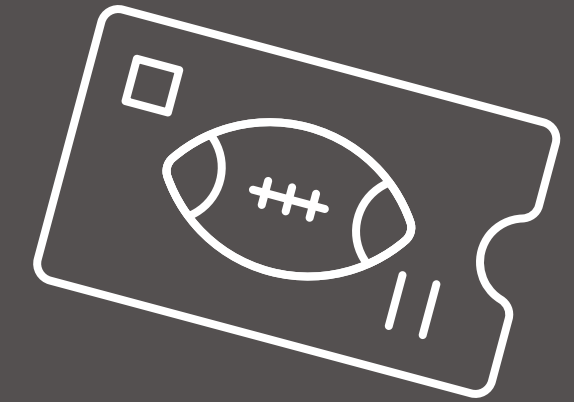
Family Budgets

A family of four spends an average of

\$808.20

per game, a **20% year over year increase**.₅

Super-Size Me



\$6,419

Average cost for Super Bowl 2025 ticket (market rate)₆

This equates to

\$33.43

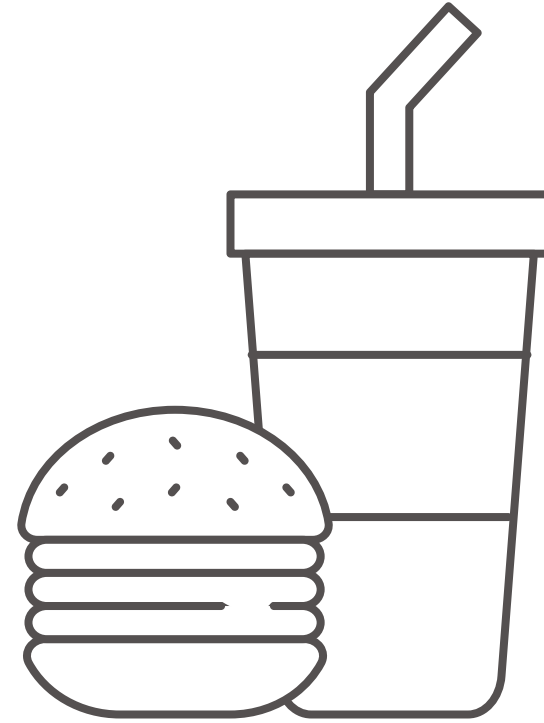
per minute during the average length

(3 hours, 12 mins)

of a Super Bowl game

Food and Beverage: Fan Essentials

No football game is complete without some snacks before, during, or even after the game.



Fans crave their favorite beers, hot dogs, burgers, popcorn, peanuts, and even more esoteric options like Cotton Candy Burritos or S'mores Fries. Concessions play a central role in delivering the complete fan experience – and it starts with ensuring each fan can get their go-to snacks and beverages without hassle and get back to the game. Here are some key food and beverage stats for NFL stadiums.

Average cost of one beer and one hot dog

\$15.02⁶

Average cost of one beer

\$9.76⁸

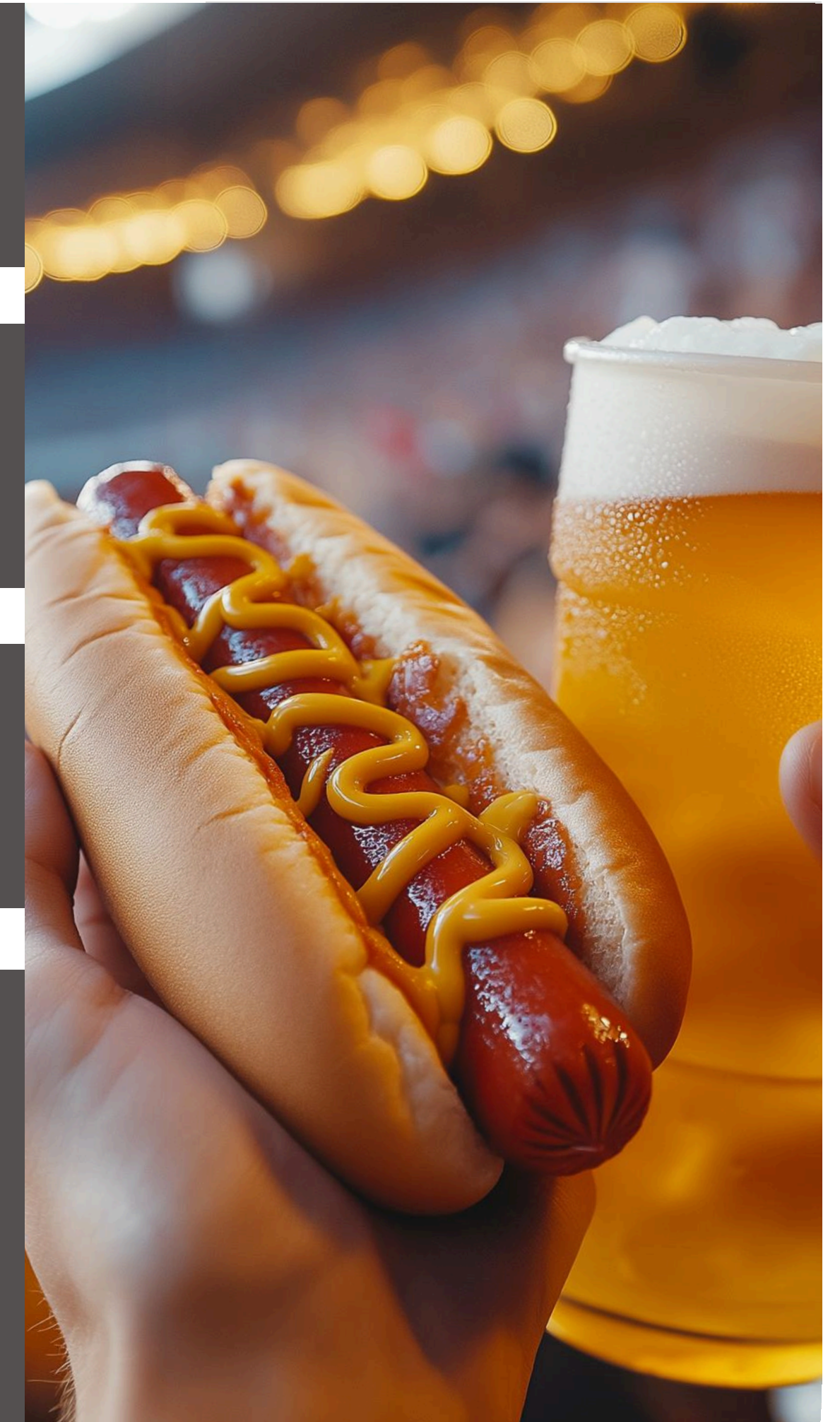
Average number of concession stands in an NFL Stadium in 2024

100⁹

NFL stadium with most concession stands in 2024

176⁹

State Farm Stadium,
Glendale, AZ



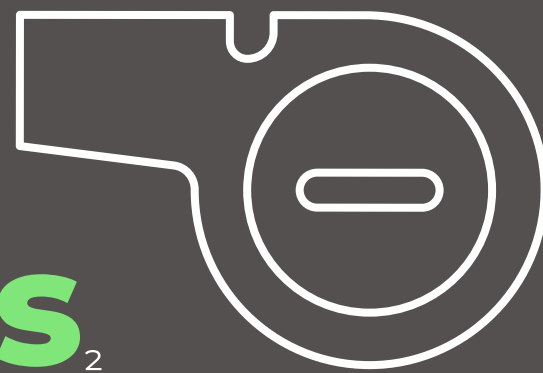
The Fan FOMO Factor

Fans like their food and beverage options, but not at the cost of missing key plays during the game.



The average time spent at concessions at sporting events is almost

13 minutes₂



That means for all this time waiting in line, NFL fans risk substantial game time:

Two trips to concessions can result in missing

23 plays

or three scoring drives

(Average scoring drive: 7.78 plays)₁₀

For three games attended over the season, that's potentially

9 scoring drives

missed waiting in line at concessions.

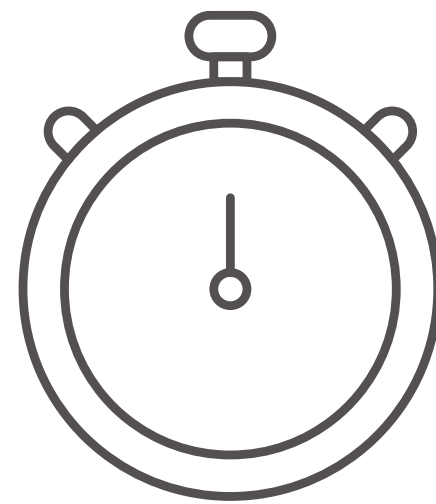
If fans wait in line for 13 minutes

\$9

of their ticket price, on average, is spent on waiting in line.



Every Second Counts: Improving the NFL Fan Experience



Over the 2024-2025 NFL (regular) season, **Mashgin AI-powered checkout systems were used at over 100 locations across 16 NFL stadiums¹¹**, dramatically reducing wait time for food and beverage purchases. The technology is improving the customer experience for fans and increasing revenue for stadium concessionaires:

Number of items purchased by fans at Mashgin kiosks

Over 1.4M

Total sales of stadium concessions using Mashgin

\$14.6M

Average purchase/sale

\$23

Median transaction time
(Less than 1% of regulation game time)

<15 seconds

Amount of time saved waiting in line in 2024

6.3M minutes

This equates to: ~6 million NFL plays

Enough time for the NFL Combine's fastest 40-yard dash time (4.21 seconds) to be run 89,786,223 times

Or to watch every NFL game in history... twice (32,696 games)

Summary

Anytime a consumer is paying for an experience, especially a top-dollar experience like attending an NFL game, that experience should be optimized as much as possible. Every year, NFL game ticket prices increase, increasing the value of a fan's time spent at the stadium. For NFL teams, game revenue from tickets, concessions, merchandise and other revenue totals in the billions of dollars. Stadium operators want to make sure that the fans shelling out hundreds (or even thousands) of dollars to attend a game are getting the best experience possible.

When fans leave their seats to purchase food and beverages, they want a seamless and swift experience. Some fans may only attend one NFL game in any given season, so they want to maximize their time enjoying the game, not waiting in lines. For stadium concessions operators, long lines are customer deterrence and can impact revenue. **Studies show that a majority (58%) of fans would spend more on food and beverage concessions if lines were shorter, and their tolerance for wait time in lines is 10 minutes.** ¹²

Stadiums are financial juggernauts on game days, with concessions alone making as much as \$2 million per game, averaging about \$30 per fan in attendance.¹³ Shorter lines and faster transaction times underscore the potential revenue at stake in optimizing the concessions experience. **A number of stadiums have reported that deploying Mashgin technology to increase transaction speed and reduce lines has driven an increase in sales of over 100% compared with the same spaces prior to using Mashgin.**

Mashgin AI-powered checkout systems utilize a practical and intelligent implementation of advanced AI to dramatically reduce the time fans spend in line waiting to purchase their favorite food and beverage items. The company's systems are in over 145 iconic sports stadiums including GEHA Field at Arrowhead Stadium, Soldier Field, and NRG Stadium.

Sources and Methodology

The data in this report was compiled from independent sources as well as Mashgin proprietary data. All independent sources of data are referenced below and are the property of the company or publication.

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11. **Mashgin**, “Trusted By Over 110 Iconic Sports Franchises”, <https://www.mashgin.com/industry/sports-entertainment-venues>
12. **Oracle**, “Stadium of the Future”, <https://www.oracle.com/corporate/pressrelease/concession-wait-times-043019.html>
13. **Fox Business**, “NFL stadiums reinvent concessions stands to protect fans, leaving some workers on sidelines”, <https://www.foxbusiness.com/sports/nfl-stadium-safety-concessions-vendors-coronavirus>

About Mashgin

Powered by AI and computer vision, Mashgin is the world's fastest checkout system. By eliminating barcode scanning, Mashgin allows customers to simply place items on the tray, pay, and be on their way **in seconds**. With checkout speeds up to four times faster than traditional systems, Mashgin not only enhances customer satisfaction but also **boosts revenue for retailers** by reducing wait times and streamlining operations.

Mashgin is leading the industry in ending long retail lines, with **over 880M transactions** completed to date and Mashgin Kiosks currently deployed in more than **4,000+ locations** spanning convenience stores, major league sports stadiums, college campuses, airports, corporate cafeterias, and hospitals.

Learn more about Mashgin at www.mashgin.com.



 **mashgin** scan, pay, **be on your way**

