

### January 2023

#### The Future of Foodservice: 2023 - US

"The foodservice industry will continue to evolve and grow with consumers' heightened interest in away-from-home dining experiences that cannot be replicated at home. While what's on the menu is core to driving traffic in 2023, how brands deliver on key areas of health and convenience to match consumers' needs, schedules ...

#### Foodservice in Retail - US

"Foodservice is a key strategic focus for retailers as they compete with restaurants and other foodservice operators for consumer food dollars. Expanded menu options, streamlined ordering and easy pairing with fresh foods to be cooked at homes represent ways for retailers to leverage their own strengths and respond to consumer ...

### December 2022

#### Emerging International Cuisine Tracker - US

"Year-over-year decline in international cuisine consumption is an indicator that concern over economic uncertainty is resulting in a less-adventurous consumer. Brands and operators should ensure retention of engaged consumer groups such as Hispanic consumers with emerging cuisines, suburban consumers away-from-home and parents in the kitchen."

- Sydney Riebe, Associate Analyst, Reports

#### Foodservice Alcohol Trends - US

"The experience on-premise drinks provide to consumers will provide a buffer as the foodservice alcohol market battles inflation headwinds and at-home alcohol consumption. As consumers navigate permanently changed yet uncertain schedules, they are looking to restaurants and bars to treat themselves, and operators can provide them with the opportunity to ...

### November 2022

#### Restaurant Breakfast and Brunch Trends - US

"In a time when value has heightened importance, the relative affordability of many breakfast and brunch options makes the daypart a solid place to drive traffic. While menu diversity can be a call to action that differentiates between operators, incentives in loyalty programs not only inspire occasions, but also secure ...

#### Emerging International Cuisine Tracker - US

"International cuisine consumption has declined year over year, as consumer budgetary concerns leave less room for new experiences. In order to capture the largest audience, brands and operators will continue to compete on value. Experiences can feel more exciting and worthwhile if this value is showcased through heritage exploration and ...

### October 2022

#### Pizza Restaurants - US

"Pizza remains top of mind for consumers as a reliable and consistent product that is affordable and customizable. In an uncertain economic climate, however, successfully competing with readily available foodservice options means that pizza operators must

reinforce their expertise in delivering on value and convenience and innovate in a way ...

## September 2022

### On-premise Restaurant Technology - US

“On-premise technology offers operators and consumers the path to a common goal – a seamless dining experience featuring high quality food. By implementing the right technologies, restaurants can make operations efficient and deliver on consumers’ expanded needs for value, convenience, speed while also offering highly personalized experiences that build consumer ...

### Dining Out Dayparts - US

“Despite consumer desire for elevated experiences after a period of limitations, value will continue to play a critical role in dining out decisions, and smaller, more affordable options may be the economizing compromise that diners opt for, rather than overt attrition. Brand communications should reinforce notions of enjoyment and the ...

## August 2022

### Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

## July 2022

### Fast Casual Restaurants - US

“Fast casual operators should seize the opportunity to capture new and existing diners to combat competition in other segments and become the go-to destination for all meal occasions. With the right marketing tactics and promotions, operators in this segment can continue to accelerate their growth and win with new and ...

### The Gen Z Food Consumer - US

“Gen Zs were forced to come of age in uncertain times, facing pandemic-related disruptions during the final stages of childhood and the first of adulthood, followed by record inflation. Already vulnerable to new financial pressures, Gen Z will remain focused on value. Brands can ease the transition, providing guidance, rewards ...

### Foodservice Coffee and Tea - US

“The foodservice coffee and tea market overcame COVID-related challenges as consumers resumed their pre-pandemic behaviors and returned to their favorite coffee shops. While the rise of remote work will shift market dynamics, remote workers remain steadfast AFH

coffee and tea customers. However, rising inflation will create new challenges for foodservice ...

## Emerging International Cuisine Tracker - US

"Consumption of international cuisine has remained steady year over year. As inflationary concerns increase, perceptions about the value of dining occasions will evolve. Brands should consider how serving sizes and preparation options can be utilized by both large and small households and operators can look to younger generations when offering ...

### June 2022

## Restaurant Marketing Strategies - US

"Word-of-mouth marketing remains the most vital source of restaurant discovery. Still, operators should continue to grow their brands in the digital space as it evolves. Diners want to hear more about establishments regarding topics of food quality, new menu items and loyalty rewards and programs. Operators should focus on relaying ...

### May 2022

## Restaurant Takeout and Delivery - US

"Consumers are facing pandemic fatigue and are enthusiastically returning to dining out. Their interest in and usage of takeout/delivery offerings remains virtually unchanged but is set to grow even further. As technological and operational advancements strengthen off-premise offerings across the industry, operators will need to compete on delivering the ...

## Foodservice Loyalty - US

"Though establishing consumer loyalty requires competency in providing high-quality food and beverages, maintaining it is a challenge that most foodservice operators are tackling by launching loyalty and subscription programs. Points- or tier-based programs are becoming ubiquitous in the industry, but ongoing labor, inflation and supply chain challenges make it difficult ...

### March 2022

## Made to Order Smoothies - US

"Functionality has been one of the most important trends within the beverage industry, and its importance has only been enhanced by the pandemic. Foodservice occasions will be up for grabs as consumers re-engage

## Quick Service Restaurants - US

"QSR offerings and services, both on and off-premise, are rapidly evolving as automation and technological investments become ubiquitous in the industry. These are necessary investments that lend QSRs the

## Foodservice - USA

with a blend of pre-pandemic and “post”-pandemic habits, especially as consumers ramp up on out-of-home and ...

opportunity to deliver a highly efficient and personalized experience to their customers, whose needs for value and convenience are now elevated ...

### Healthy Dining Trends - US

"While healthy eating and restaurant dining both took a backseat throughout much of the pandemic, consumers are now primed and ready to reengage on both fronts. Looking at the concept of health through a wider lens and considering diners' physical and mental wellbeing alongside the wellbeing of society and the ...

### Emerging International Cuisine Tracker - US

"International cuisine consumption has increased year over year, as consumers return to dining out. Younger consumers continue to prove most adventurous in emerging international cuisine consumption, including cooking at home. With value being at the forefront of consumers' minds, brands and operators will have to compete to be included in ...

### Flavor and Ingredient Innovation on the Menu - US

"Restaurant sales increased in 2021; however, the foodservice industry is still facing hurdles on the road to recovery. While operators are streamlining menus amid labor and supply issues, innovative menus will be critical for attracting consumers to restaurants, especially while inflation erodes purchasing power and prompts consumers to cut back ...

## February 2022

### Convenience Store Foodservice - US

"C-store foodservice is in a unique position, as it must first consider how gas prices will affect foot traffic. Loyalty programs are an important tool in connecting in-store purchases to paying less at the pump. Supporting other trends in-store, like BFY options, trending flavors, delivery and even sustainability helps connect ...

### Full-service Restaurants - US

"Nimble and innovative full-service restaurant operators are strengthening their off-premise operations to serve expanded consumer needs for value, safety and convenience. Consumers' enthusiasm for dining out is driving much of the segment's recovery and lends operators the opportunity to differentiate on experience. As the segment continues to battle inflation, supply ...

## January 2022

### Foodservice in Retail - US

"Foodservice in retail suffered in the early stages of the pandemic, but the forces that made foodservice a priority for grocery retailers before the pandemic are as strong as ever. Retailers compete against an ever-widening array of convenient meal options and must

### Consumers and the Economic Outlook - US

"Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers' financial situations also continued to



## Foodservice - USA

meet shoppers' elevated expectations for variety, quality and ...

improve, with most remaining optimistic about their finances going into 2022. As the ...

### Family Dining Trends - US

“Amidst a struggling industry, foodservice operators can lean on families in the return to growth. Beyond procurement enhancements, restaurant operators must place greater emphasis on developing menu variety – giving kids more than the status quo meal. To win family dining business, restaurant operators must focus on speed and convenience ...