

Healthy Dining Trends - US - March 2017

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"As restaurants continue to use claims focused on real, natural food the overall health message is becoming less about what you can't have, and instead is focused on creating a craving for what's in front of you. However, healthy dining is not without its challenges, and restaurants still face competition from the home kitchen where consumers feel more in control of their meal."

- Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- Consumers value the at-home kitchen for health
- Millennial health trends are not cut and dry
- Health gets personal with the rise of wearable technology

This Report examines consumer attitudes, behaviors, and trends toward eating healthy at restaurants. It explains how restaurants are menuing healthy items using Mintel's Menu Insights (MMI) database. It also examines how restaurants provide healthful foods to consumers, how consumers feel about eating healthy, and profile establishments that focus entirely on nutritious meals. The Report also defines how the very perception of health is changing in the country. While health trends in retail food (ie grocery store food) will be touched upon, retail food is not the focus of this Report. To learn more about overarching trends in health and fitness please look to Mintel's Health and Wellbeing Reports. This Report builds off of Healthy Dining Trends – US, March 2016, along with iterations going back to 2009.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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