

Trends in Snacking and Value Menus in Restaurants - US - June 2013

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“Understanding how consumers are using restaurants in terms of what they are ordering, from where, and what else they would like to see on the menu can help restaurants remain competitive. Finding the right balance of price, health, and item type to meet the social and other snacking needs is keeping restaurants up at night.”
– Bethany Wall, Foodservice Analyst

In this report we answer the key questions:

- How to meet the needs of consumers as they shift toward a snack culture
- How socialization affects menu offerings and how items are consumed
- How health impacts restaurant snacking in terms of items and usage
- The price value proposition that attracts patrons and drives consumption

Snacking has become a part of consumers' daily routines due to an increasingly on-the-go lifestyle, coupled with a tendency toward smaller, more frequent meals. Due to the changing definition of “snack,” beverages and mini-meals consisting of a few sides have brought drinks, sides, and desserts into the spotlight. Also, with an increased focus on health, better-for-you items bring soups and salads into play as well as an opportunity for healthful spins on more indulgent items that including healthier ingredients and controlled portion sizes.

As consumers continue to grapple with the weak economy, restaurants must find ways to draw in consumers. Price versus value proposition is the key in attracting consumers and restaurants must find a balance. Additionally, consumers are increasingly interested in sharable items, seeking variety and customizability, creating a more interactive and social dining experience.

This report explores snacking trends and opportunities within the foodservice space, by understanding the current marketplace, revealing competitive developments, uncovering marketing techniques and innovative technologies that restaurant operators can utilize, viewing snack trends on restaurant menus, and featuring consumer behavior and attitudes.

Among the topics covered in this report are:

- How key marketplace issues and market drivers are impacting snacking at restaurants
- Innovative snacking trends, including items and technology that operators are currently implementing
- Menu trends by price point, and how operators are marketing these snack and value offerings
- Snack usage by type of restaurant, including order type as well as LSR and FSR breakout
- Types of snacks typically ordered, as well as items consumers would like to see added to menus
- Reasons consumers visit restaurants for snacks, and changes in behavior compared to last year
- Attitudes toward snacking at restaurants, including demographic breakouts that reveal opportunities

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DID YOU KNOW?

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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Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Mintel Menu Insights
 Consumer survey data
 Advertising creative
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

The market
 Figure 1: U.S. foodservice snack sales and fan chart forecast of market, at current prices, 2007-17
 Market drivers
 Opportunities
 Menu strategies
 Figure 2: Segment breakdown of menu items priced \$0.99 or less, by incidence, Q1 2010-13
 Figure 3: Top 10 menu items priced \$0.99 or less, by incidence, Q1 2010-13
 The consumer
 Figure 4: Desired snack additions at restaurants, March 2013
 Figure 5: Drivers for snacking at restaurants, March 2013
 Consumer attitudes
 Figure 6: Agreement with attitudes toward snacking at restaurants, March 2013
 What we think

Issues and Insights

How to meet the needs of consumers as they shift toward a snack culture
 The issues
 The implications
 How socialization affects menu offerings and how items are consumed
 The issues
 The implications
 How health impacts restaurant snacking in terms of items and usage
 The issues
 The implications
 The price value proposition that attracts patrons and drives consumption
 The issues
 The implications

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Innovators and Innovations

- Sauce customization
- Better-for-you items
- On-the-go options
- Small plates and sharable items
- Late-night snacking

Dollar and Value Menus

Technology

- 2012 technology trends
- Mobile apps

Trend Applications

- Trend: Minimize Me

Market Size and Forecast

Key points

Foodservice snacking sales and forecast of market

Figure 7: Total U.S. foodservice snack sales and forecast of market, at current prices, 2007-17

Figure 8: Total U.S. foodservice snack sales and forecast of market, at inflation-adjusted prices, 2007-17

Fan chart forecast

Figure 9: U.S. foodservice snack sales and fan chart forecast of market, at current prices, 2007-17

Market Drivers

- Economic indicators
- Government legislation
- Obesity and diabetes
- Rising commodity prices
- Younger consumers lead the snacking initiative

Competitive Context

- Grocery stores
- Convenience stores
- Food trucks
- Kiosks and walk-ups

Marketing Strategies

- Overview of the brand landscape
- Television advertisements
- McDonald's
- Sharable Limited-time Offers
- Figure 10: McDonald's television ad, June 2012
- Side Items in the Spotlight

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Figure 11: McDonald's television ad, January 2013

\$3 Value Meals

Figure 12: McDonald's television ad, February 2013

Breakfast Value Menu Items

Figure 13: McDonald's television ad, January 2013

Sharing Multiple Ways

Figure 14: McDonald's television ad, January 2013

Extra Value Menu

Figure 15: McDonald's television ad, July 2012

Discounting

Entertainment advertising

Sweepstakes and samples

Billboard advertising

Figure 16: New York City Health Department portion size billboard, January 2012

Social media

Figure 17: Snack usage by type of restaurant, by visits of social media websites, March 2013

Menu Analysis – Snack Strategies

Quick service restaurants

Fast casual restaurants and coffeehouses

Casual dining restaurants

Menu Insights Analysis – Value Pricing

Economy menu level (\$0.99 or less)

Figure 18: Segment breakdown of menu items priced \$0.99 or less, by incidence, Q1 2010-13

Figure 19: Menu section of menu items priced \$0.99 or less, by incidence, Q1 2010-13

Figure 20: Top 10 menu items priced \$0.99 or less, by incidence, Q1 2010-13

Dollar menu level (\$1-1.99)

Figure 21: Segment breakdown for menu items priced \$1-1.99, by incidence, Q1 2010-13

Figure 22: Menu section of menu items priced \$1-1.99, by incidence, Q1 2010-13

Figure 23: Top 10 menu items priced \$1-1.99, by incidence, Q1 2010-13

Value menu level (\$2-3.99)

Figure 24: Segment breakdown of menu items priced \$2-3.99, by incidence, Q1 2010-13

Figure 25: Menu sections of menu items priced \$2-3.99, by incidence, Q1 2010-13

Figure 26: Top 10 menu items priced \$2-3.99, by incidence, Q1 2010-13

Extra value menu level (\$4-5.99)

Figure 27: Segment breakdown for menu items priced \$4-5.99, by incidence, Q1 2010-13

Figure 28: Menu section for menu items priced \$4-5.99, by incidence, Q1 2010-13

Figure 29: Top 10 menu items priced \$4-5.99, by incidence, Q1 2010-13

Snack Usage by Type of Restaurant

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Key points

Quick service and casual dining restaurants are most popular for snacking

Figure 30: Snack usage by type of restaurant, by gender, March 2013

Figure 31: Snack usage by type of restaurant, by age, March 2013

Figure 32: Snack usage by type of restaurant, by household income, March 2013

Figure 33: Snack usage by type of restaurant, by Hispanic origin, March 2013

Changes in Snacking Behavior at Restaurants

Key points

Half of respondents have maintained similar snacking behavior to last year

Figure 34: Changes in snacking behavior at restaurants, March 2013

Women are budget- and health-conscious snackers

Figure 35: More changes in snacking behavior at restaurants, by gender, March 2013

Young consumers are the most likely to have increased snacking behavior

Figure 36: More changes in snacking behavior at restaurants, by age, March 2013

Hispanics increased the number of items purchased per snack occasion

Figure 37: More changes in snacking behavior at restaurants, by Hispanic origin, March 2013

Snacks Ordered at Restaurants

Key points

Sides, appetizers, and caffeinated drinks are used most often for snacks

Women prefer small, healthy items while men prefer to snack on entrées

Figure 38: Types of snacks typically ordered, by gender, March 2013

Younger consumers prefer healthy drinks and appetizers as snacks

Figure 39: Types of snacks typically ordered, by age, March 2013

Hispanics are more likely to order desserts and healthy drinks as snacks

Figure 40: Types of snacks typically ordered, by Hispanic origin, March 2013

Desired Snack Additions at Restaurants

Key points

Women want healthy, calorie-restricted items in a variety of portion sizes

Figure 41: Desired snack additions at restaurants, by gender, March 2013

Younger consumers seek customized, energy-boosting, sharable snacks

Figure 42: Desired snack additions at restaurants, by age, March 2013

Drivers for Snacking at Restaurants

Key points

Women snack to socialize, while men snack when bored or time-crunched

Figure 43: Drivers for snacking at restaurants, by gender, March 2013

Young consumers let others dictate snack visits and get energy boosts

Figure 44: Drivers for snacking at restaurants, by age, March 2013

Hispanics use snacks as meal replacements and like to try new items

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Figure 45: Drivers for snacking at restaurants, by Hispanic origin, March 2013

Attitudes toward Snacking at Restaurants

Key points

Consumers are concerned with health and price for restaurant snacks

Women are concerned with health and budget, while men want hot snacks

Figure 46: Agreement with Attitudes toward snacking at restaurants, by gender, March 2013

Younger consumers snack more and seek healthful and sharable items

Figure 47: Agreement with Attitudes toward snacking at restaurants, by age, March 2013

Affluent consumers want healthy items, low-income consumers seek value

Figure 48: Agreement with Attitudes toward snacking at restaurants, by household income, March 2013

Hispanics want more kids', midmorning, and multiple-piece snacks

Figure 49: Agreement with Attitudes toward snacking at restaurants, by Hispanic origin, March 2013

Cluster Analysis

Cluster 1: Status Quos

Demographics

Characteristics

Opportunity

Snack Attackers: Snack Attackers

Demographics

Characteristics

Opportunity

Cluster 3: Meh Maxs

Demographics

Characteristics

Opportunity

Cluster 4: Average Joes

Demographics

Opportunity

Cluster 5: Health Nuts

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 50: Target clusters, March 2013

Figure 51: Snack usage by type of restaurant, by target clusters, March 2013

Figure 52: More changes in snacking behavior at restaurants, by target clusters, March 2013

Figure 53: Types of snacks typically ordered, by target clusters, March 2013

Figure 54: Desired snack additions at restaurants, by target clusters, March 2013

Figure 55: Drivers for snacking at restaurants, by target clusters, March 2013

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Figure 56: Agreement with Attitudes toward snacking at restaurants, by target clusters, March 2013

Cluster demographic tables

Figure 57: Target clusters, by demographic, March 2013

Cluster methodology

Appendix – Additional Tables

Figure 58: More changes in snacking behavior at restaurants, by household income, March 2013

Figure 59: Drivers for snacking at restaurants, by household income, March 2013

Figure 60: Types of snacks typically ordered, by household income, March 2013

Figure 61: Desired snack additions at restaurants, by household income, March 2013

Figure 62: Desired snack additions at restaurants, by Hispanic origin, March 2013

Appendix – Market Drivers

Consumer confidence

Figure 63: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 64: U.S. unemployment rate, by month, 2002-13

Figure 65: U.S. Unemployment and underemployment rates, 2007-13

Figure 66: Number of employed civilians in U.S., in thousands, 2007-13

Food cost pressures

Figure 67: Changes in USDA Food Price Indexes, 2011 through April 25, 2013

Obesity

Figure 68: U.S. obesity, by age group, 2008 and 2012

Childhood and teen obesity—highest in decades

Figure 69: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Racial, ethnic population growth

Figure 70: Population by race and Hispanic origin, 2008, 2013, and 2018

Figure 71: Households with children, by race and Hispanic origin of householder, 2012

Shifting U.S. demographics

Figure 72: Population, by age, 2008-18

Figure 73: Households, by presence of own children, 2002-12

Appendix – Trade Associations

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