

Kids and Dining Out - US - July 2013

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“Children are shifting in the way they use restaurants. They are ordering from many different areas of the menus, in part because of parental health concerns as well as a lack of sophisticated options. Additionally, restaurants must consider how a child’s restaurant experience differs between dine-in and to-go options and change to meet their needs in terms of menu offerings and activities.”

– Bethany Wall, Foodservice Analyst

In this report we answer the key questions:

- Restaurants’ role in meeting parents’ needs for better-for-you kids’ options
- Meeting kids’ needs and recognizing their influence
- The best ways that restaurants can engage children

Traditional kids’ menus have become stale and no longer speak to the needs and preferences of today’s youth. Due to rising childhood obesity and busy parents’ dependency on foodservice, restaurants are becoming a target of parents as well as the government and must change to offer better-for-you selections. Additionally, with the increasingly complex palates of children today, they seek exotic and more sophisticated flavors. Kids are also aging out of kids’ meal toys at a younger age. Restaurants must come up with a strategy to draw in children, whether it is via more sophisticated toys, activities, online content, or play areas.

This report explores kids’ dining out 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 kids’ item trends on restaurant menus, and featuring consumer behavior and attitudes as they relate to foodservice.

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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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