

Dining Out: A 2013 Look Ahead - US - January 2013

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"Successful restaurants' menus will make room for diet sensitivities and present food that is as authentic and unprocessed as possible. They will be ethically responsible, showing consumers that they support more than their own bottom line."

– Julia M. Gallo-Torres, Foodservice Category Manager

In this report we answer the key questions:

- How will high obesity rates affect the restaurant industry?
- Will the severe drought of 2012 have lasting effects on the industry?
- How bullish are consumers on their restaurant spending for 2013?
- What menu claims are currently resonating?
- What are the biggest restaurant choice influence factors for Millennials?

Consumers showed with their wallets that they were comfortable with dining out in 2012, and prospects for 2013 look bright, spurred by a combination of consumer eagerness and menu innovation among foodservice operators in all sectors.

In this report, Mintel examines the market, including sales statistics and the drivers that affect them. It highlights four sure foodservice trends for 2013 and the marketing strategies that have made some operators successful. An investigation of restaurant menus reveals the most popular items, ingredients, beverages, and claims to help operators determine the menu direction they should take. Also invaluable is the analysis of what consumers reveal about how they use restaurants, their plans for dining out in 2013, what influences their restaurant choices, and their attitudes about spending and dining out. All restaurant stakeholders will want to read this report to determine the path forward.

This report builds on the analysis presented in Mintel's *Dining Out: A 2012 Look Ahead—U.S., January 2012*, as well as the January 2011 report of the same title, and *Attitudes Toward Dining Out—U.S., January 2010* and the January 2009, March 2008, and April 2006 reports of the same title.

This report draws from such resources as:

- Mintel Oxygen, which offers foodservice analyst expertise and a dedicated report series
- Mintel Inspire, a unique tool that reveals daily influences on brands and people, and helps generate trend-direction ideas
- Mintel Menu Insights, which provides flavor, ingredient, preparation, and price trend analysis, drawing from the largest 350 chain restaurants, as well as 150 independent restaurants, 50 restaurants run by top chefs, and 25 beverage-focused restaurants
- Custom consumer research on consumer attitudes and habits relevant to topics analyzed in the report.

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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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