

Families Dining Out - US - September 2014

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“Families want significant value for their money when they dine out together. However, this does not just encompass a low price to feed a crowd. As parents, and kids alike, begin adapting healthier eating habits, some restaurants are not filling the bill.”

– Katrina Fajardo, Foodservice Analyst

This report looks at the following areas:

- Restaurants are being utilized for convenience, as well as for special occasions, which can mean limited visits for some families
- Price remains a barrier for more frequent restaurant visits from families
- Health remains an issue for families dining out, especially in regard to kids' meals

Families enjoy spending time together and dining at restaurants. However, as the price of dining out increases for a typical family, and concerns about childhood obesity remain a top priority among the government and parents, restaurant visits have become a few and far between occurrence. Instead, families are spending more time cooking at home, since more adults are growing comfortable in the kitchen. Restaurants that are interested in reengaging with this consumer will have to balance convenience, value, and health in order to get families interested in breaking away from in-home meals.

The main market trends that are affecting families dining out in America are families interested in celebrating milestones; bigger, extended families looking for more food for their relatives; the value proposition of dining out with the family must exceed that of dining at home; and, finally, appealing to parents in regard to healthful eating for kids, especially moms.

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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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Market Drivers

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Key points

- Childhood obesity has parents and the country concerned with overall health and eating habits
- Price and health are barriers for families dining out
- Women in the household are heading up the dining decision for the family

Innovations and Innovators

- Brands are collaborating with other brands or mediums in order to attract families
- Restaurants are opening up their doors to kids, when some restaurants are shutting them out
- Helping families eat together

Competitive Context

Key points

- At-home eating will remain the biggest competitor to families dining out
- Healthier foods for home are getting a big marketing push

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Bigger, better, and bundled deals

Taziki's Café

Grocery stores

KFC promotes its chicken bucket meals with #HowDoYouKFC campaign

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Pizza Hut's Dinner Box meals

Kids LiveWell program at restaurants focuses on healthier, natural foods

Zoës Kitchen takes healthy Mediterranean fare to kids' meals

The second annual Kids LiveWell Recipe Challenge shows how restaurants can offer kid-friendly foods that are healthy and natural

In the defense of kids' meals

Applebee's tiered kids' menu allows for hundreds of healthy combinations

New York Councilman Ben Kallos seeks to remove free toys and incentives in kids' meals

Kids grow up too fast, according to McDonald's new Happy Meal ad

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Restaurants are promoting kids eat free meals in order to entice price-weary parents

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Consumer Data – Overview

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Key points

Men dine with their families more often compared to women

Women dining with their family use restaurants when it is convenient, while men think about nutrition and the cravings of their kids

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Key points

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Key points

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