

Dining Out: A 2014 Look Ahead - US - January 2014

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“Price value matters to consumers, whether it comes in the form of coupons, meal deals, LTO discounts, or rewards program paybacks. Since women are more value conscious than men, this should provide direction for restaurants that want to cater to women, who often also are in charge of making sure the family is fed.”
 – Julia Gallo-Torres, US Foodservice Reports

This report looks at the following areas:

- Value for the money is a perennial factor in choosing a restaurant
- Consumers want to have the entire dining experience their way
- Consumers choose restaurants that support their values

As the economy has improved, so have dining out industry sales figures. Though the industry still grew during the recession, since then, sales have improved at a greater rate, with the likely prospect that they will continue their upward trajectory. The limited-service sector, which includes quick service and fast casual segments, is particularly on target to expand.

Consumers are especially keen to the limited-service elements of convenience, speed of service, and lower prices. Add to that the segment's growing focus on premium fare and customization, and consumers easily see it as a relevant choice.

Meanwhile, full-service restaurants have their eye on technology and social media trends and on the specific demographics they need to satisfy. All segments are operating smarter and investing in the methods and remodels necessary to remain competitive.

This report examines economic and social market drivers, highlights the latest menu and marketing efforts of leading brands, and evaluates five industry trends that will steer future growth. It also explores the most recent consumer dining out plans, habits, and attitudes to use as a benchmark for operational development.

This report builds on the analysis presented in Mintel's Dining Out: A 2013 Look Ahead—US, January 2013, as well as the January 2012 and 2011 reports of the same title, and Attitudes Toward Dining Out—US, January 2010 and the January 2009, March 2008, and April 2006 reports of the same title.

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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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