

Healthy Dining Trends - US - July 2014

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“Healthy eating in America is not only a hot topic in the industry, it is also a source of growth (or growing pains) for many foodservice operators. Consumers are now highly knowledgeable about what types of foods they should be consuming, and which ones would best benefit their bodies.”

– Katrina Fajardo, Foodservice Analyst

This report looks at the following areas:

- Can restaurants overcome the “unhealthy” stigma?
- Has the definition of health changed?
- What drives customers to choose a healthy item?

As long as the health of American citizens continues to falter due to obesity and type 2 diabetes, healthy eating will be top of mind for the majority of consumers, whether or not they participate in a healthy lifestyle. Restaurants interested in boosting their healthy reputation are facing stiff competition against in-home eatings, which are often seen as being healthier, as well as from other restaurant chains that have a strong reputation for providing healthy items.

The main market trends that are affecting healthy dining trends include the changing definition of healthy foods, drivers that cause customers to order, or not order, healthy foods, what dayparts are lacking healthy meals, and how customers perceive health in regards to specific foods and beverages.

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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
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

Market drivers
 The consumer
 Preparation, according to consumers, is key in determining whether foods are healthy
 Figure 1: Healthy attribute descriptions, April 2014
 Strong descriptions and familiarity help consumers pick healthy foods, but treating oneself is still a driver for restaurant visits
 Figure 2: Healthy eating habits of consumers at restaurants, April 2014
 Fear of missing out (on other foods) is a real feeling among consumers
 Figure 3: Healthy eating habits of consumers at restaurants among consumer who chose "I feel like I am missing out when I order healthy items at restaurants," by generation, April 2014
 Skipping appetizers is a way consumers cut down on calories; customization is another avenue for health
 Figure 4: Attitudes about personal dining habits and healthy items among appetizers, entrees, and sides, April 2014
 Healthy eating extends to beverages as well
 Figure 5: Attitudes regarding healthy beverage choices at restaurants, April 2014
 What we think

Issues and Insights

Can restaurants overcome the "unhealthy" stigma?
 The issues
 The implications
 Has the definition of health changed?
 The issues
 The implications
 What drives customers to choose a healthy item?
 The issues
 The implications

Trend Application

Trend: Minimize Me
 Trend: Make it Mine

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Trend: Help Me Help Myself

Market Drivers

Key points

Obesity rates in adults and children

Figure 6: American adults, by weight category, as determined by body mass index (BMI), 2008-May 2014

Exercise and dieting is growing in importance, but struggles to stick with consumers

Increased health concerns increase demand for natural foods

Competitive Context – In-Home Healthy Eating

Key points

Healthy eating is easier to control at home

Holistic foods at home

Health in retail is covering all the nutritional bases

Innovations and Innovators

Using more healthy items to create indulgent dishes

Transparency

International health invasion

Marketing Strategies

Overview

Holistic attributes covers the whole picture of healthy dining

Protein Bar

Native Foods

Gluten-free on fine dining menus

Calories still count when dining at restaurants

Firehouse Subs

Burger King's Satisfries

Healthy dining at restaurants starts at the prep station

Chick-fil-A

Fried seafood is losing its popularity among consumers

Figure 7: Seafood preparation claims on restaurant menus, by incidence, Q1 2011-Q1 2014

Make my beverages work for me – not against me

Planet Smoothie

Smoothie King

Jamba Juice

Social Media – Healthy Dining Trends

Key findings

Market overview

Key social media metrics

Figure 8: Key social media metrics, June 2014

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Brand usage and awareness

Figure 9: Brand usage and awareness for selected restaurants, April 2014

Interactions with selected restaurants

Figure 10: Interactions with selected restaurants, April 2014

Leading online campaigns

Celebrity endorsements

Marketing to parents and kids

Going local

Getting active

What we think

Online conversations

Figure 11: Percentage of mentions between overall restaurant mentions and mentions of health, June 1, 2013-May 31, 2014

Figure 12: Online mentions of selected restaurants and healthy terms, by month, June 1, 2013-May 31, 2014

Where are people talking about restaurants?

Figure 13: Online mentions of selected restaurants and healthy terms, by page type, June 1, 2013-May 31, 2014

What are people talking about?

Figure 14: Topics around online mentions of selected restaurants and healthy terms, by page type, June 1, 2013-May 31, 2014

How Consumers Define Health in Restaurants

Preparation remains the number one way consumers determine health

Less/Low/No sodium and sugar may be losing meaning with restaurant patrons

Whole grains and functional ingredients are lost in the healthy jumble

Consumers struggle with the idea of health at restaurants

Figure 15: Healthy attribute descriptions, April 2014

Healthy Eating Habits at Restaurants

Healthy foods are enticing when described in full

Some consumers are conflicted between a healthy meal or a personal treat

Figure 16: Healthy eating habits of consumers at restaurants, April 2014

Breakfast is an area of opportunity for healthy meals

Healthy snacking at restaurants remains underdeveloped

Figure 17: Healthy meal consumption by daypart, April 2014

Menu Analysis

Calories count, but just don't call it low-calorie

Figure 18: Healthy menu item claims on restaurant menus, by incidence, Q1 2011-Q1 2014

Low-carb loses its resonance, while gluten-free and alternative grains increase on menus

Figure 19: Top five grains included as an ingredient on restaurant menus, by incidence, Q1 2011-Q1 2014

Figure 20: Attitudes about personal dining habits and healthy items, April 2014

More appetizers and entrees are going gluten-free, and embracing healthy prep styles

Figure 21: Appetizer menu item claims on restaurant menus, by incidence, Q1 2011-Q1 2014

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Figure 22: Top 20 appetizer preparation claims on restaurant menus, by incidence, Q1 2011-Q1 2014

Figure 23: Top 20 entree menu item claims on restaurant menus, by incidence, Q1 2011-Q1 2014

Desserts on menus are getting a gluten-free lift

Figure 24: Top 10 dessert menu items on restaurant menus, by incidence, Q1 2011-Q1 2014

Figure 25: Top 5 menu item claims on restaurant menus, by incidence, Q1 2011-Q1 2014

Healthy options and ingredients are showing growth on breakfast menus

Figure 26: Top 10 breakfast menu items on restaurant breakfast menus, by incidence, Q1 2011-Q1 2014

Figure 27: Top 10 breakfast menu ingredients on restaurant breakfast menus, by incidence, Q1 2011-Q1 2014

Smoothies and lemonade are catching on at restaurants

Figure 28: Attitudes regarding healthy beverage choices at restaurants, April 2014

Figure 29: Top 10 non-alcoholic beverages on restaurant menus, by incidence, Q1 2011-Q1 2014

Consumer Data – Overview

Restaurants remain a part of the vast majority of consumers' lives

Figure 30: Usage of restaurants, April 2014

Consumer Data – By Gender

Key points

Holistic foods are appealing to women, while men look for functional foods

Men are health-conscious snackers at restaurants

Men willingly sacrifice health when dining out, but women are willing to trade out foods for healthy options

Figure 31: Healthy attribute descriptions, by gender, April 2014

Figure 32: Healthy eating habits of consumers at restaurants, by gender, April 2014

Figure 33: Daypart order of healthy foods often, by gender, April 2014

Figure 34: Attitudes about personal dining habits and healthy items, by gender, April 2014

Consumer Data – By Income

Key points

Higher-income consumers seek out healthy foods

Less affluent consumers dine out for a treat – not for health

Unhealthy foods and beverages are overlooked by consumers with incomes over \$50K

Figure 35: Healthy attribute descriptions, by household income, April 2014

Figure 36: Healthy eating habits of consumers at restaurants, by household income, April 2014

Figure 37: Attitudes about personal dining habits and healthy items, by household income, April 2014

Figure 38: Attitudes regarding healthy beverage choices at restaurants, by household income, April 2014

Consumer Data – By Race

Key points

Asian/Pacific Islanders visit restaurants more often than other races

Definitions of healthy restaurant items vary by race

White consumers skip menu items to save calories

Black and Asian/Pacific Island consumers are interested in alternative beverages

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Figure 39: Any usage of restaurants – Mean, by race/Hispanic origin, April 2014

Figure 40: Healthy attribute descriptions, by race/Hispanic origin, April 2014

Figure 41: Daypart order of healthy foods often or sometimes, by race/Hispanic origin, April 2014

Figure 42: Attitudes about personal dining habits and healthy items, by race/Hispanic origin, April 2014

Figure 43: Attitudes regarding healthy beverage choices at restaurants, by race/Hispanic origin, April 2014

Consumer Data – By Hispanics

Key points

Hispanics define health through holistic measures

Natural also extends to beverages

Figure 44: Healthy attribute descriptions, by race/Hispanic origin, April 2014

Figure 45: Daypart order of healthy foods often or sometimes, by race/Hispanic origin, April 2014

Figure 46: Attitudes about personal dining habits and healthy items, by race/Hispanic origin, April 2014

Figure 47: Attitudes regarding healthy beverage choices at restaurants, by race/Hispanic origin, April 2014

Consumer Data – By Generation

Key points

Older adults define health as preventative healthy foods, while iGeneration/Millennials define it as holistic

The perceptions of health changes based on each generation

The fear of missing out on unhealthy foods is real with iGeneration/Millennials

Alternative versions of menu items and customization is considered healthy to iGeneration/Millennials

Figure 48: Healthy attribute descriptions, by generations, April 2014

Figure 49: Healthy eating habits of consumers at restaurants, by generations, April 2014

Figure 50: Daypart order of healthy foods often or sometimes, by generations, April 2014

Figure 51: Attitudes about personal dining habits and healthy items, by generations, April 2014

Consumer Data – By Parents

Key points

Holistic healthy eating is important to parents with kid(s) age 6-11

Parents with kids eat healthy with the family when dining out, but feel as if they are missing out on other options

Parents are setting an example by ordering healthy beverages at restaurants

Figure 52: Healthy attribute descriptions, by parents with children in household, April 2014

Figure 53: Healthy eating habits of consumers at restaurants, by parents with children in household, April 2014

Figure 54: Attitudes about personal dining habits and healthy items, by parents with children in household, April 2014

Figure 55: Attitudes regarding healthy beverage choices at restaurants, by parents with children in household, April 2014

Consumer Data – By Health Consciousness

Key points

Balanced and High Health consumers define health holistically

Health-focused habits follow Balanced and High Health consumers to restaurants, but Non-health-conscious consumers are not interested in health at all

Limited Health consumers are concerned with calories

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Figure 56: Healthy attribute descriptions, by Health Groups, April 2014

Figure 57: Healthy eating habits of consumers at restaurants, by Health Groups, April 2014

Figure 58: Attitudes about personal dining habits and healthy items, by any restaurant users groups, April 2014

Figure 59: Attitudes regarding healthy beverage choices at restaurants, by any restaurant users groups, April 2014

Appendix – Data by Gender

Figure 60: Any usage of restaurants – Mean, by gender, April 2014

Figure 61: Attitudes regarding healthy beverage choices at restaurants, by gender, April 2014

Appendix – Data by Income

Figure 62: Any usage of restaurants – Mean, by household income, April 2014

Figure 63: Daypart order of healthy foods often or sometimes, by household income, April 2014

Appendix – Data by Hispanics

Figure 64: Any usage of restaurants – Mean, by race/Hispanic origin, April 2014

Figure 65: Healthy eating habits of consumers at restaurants, by race/Hispanic origin, April 2014

Appendix – Data by Generation

Figure 66: Any usage of restaurants – Mean, by generations, April 2014

Figure 67: Attitudes regarding healthy beverage choices at restaurants, by generations, April 2014

Appendix – Data by Parents

Figure 68: Daypart order of healthy foods often or sometimes, by parents with children in household, April 2014

Appendix – Social Media

Brand usage or awareness

Figure 69: Brand usage or awareness, April 2014

Figure 70: Jamba Juice usage or awareness, by demographics, April 2014

Figure 71: Starbucks usage or awareness, by demographics, April 2014

Figure 72: Jason's Deli usage or awareness, by demographics, April 2014

Figure 73: Einstein Bros usage or awareness, by demographics, April 2014

Figure 74: Chipotle usage or awareness, by demographics, April 2014

Figure 75: Subway usage or awareness, by demographics, April 2014

Activities done

Figure 76: Activities done, April 2014

Figure 77: Jamba Juice – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 78: Jamba Juice – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 79: Jamba Juice – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 80: Starbucks – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 81: Starbucks – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 82: Starbucks – Activities done – I follow/like the brand on social media because, by demographics, April 2014

Figure 83: Starbucks – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 84: Jason's Deli – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

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Figure 85: Jason's Deli – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 86: Einstein Bros – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 87: Einstein Bros – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 88: Chipotle – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 89: Chipotle – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 90: Chipotle – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 91: Subway – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 92: Subway – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 93: Subway – Activities done – I follow/like the brand on social media because, by demographics, April 2014

Figure 94: Subway – Activities done – I have researched the brand on social media to, by demographics, April 2014

Key social media metrics

Figure 95: Key social media metrics – Starbucks, June 2014

Figure 96: Key social media metrics – Chipotle, June 2014

Figure 97: Key social media metrics – Subway, June 2014

Figure 98: Key social media metrics – Jamba Juice, June 2014

Figure 99: Key social media metrics – Einstein Bros, June 2014

Figure 100: Key social media metrics – Jason's Deli, June 2014

Online conversations

Figure 101: Percentage of mentions between overall restaurant mentions and mentions of health, June 1, 2013-May 31, 2014

Figure 102: Online mentions of selected restaurants and healthy terms, by month, June 1, 2013-May 31, 2014

Figure 103: Online mentions of selected restaurants and healthy terms, by page type, June 1, 2013-May 31, 2014

Figure 104: Topics around online mentions of selected restaurants and healthy terms, by page type, June 1, 2013-May 31, 2014

Appendix – Trade Associations

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