

Dining Out: A 2015 Look Ahead - US - January 2015

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“In 2015, the foodservice industry will continue to gain steam. However, due to an uneven economic recovery, many must focus on price. Foodservice operators will face additional competition in the form of freshly prepared, restaurant-quality foods offered at the retail level. An increasing number of these venues make eating at home a more convenient and economically friendly choice.”
 – Julia Gallo-Torres, Sr. Foodservice Analyst

This report looks at the following areas:

- How do foodservice operators keep consumers interested in their offerings, when food prices continue to climb?
- How to cater to dads, the parent who plans to visit restaurants with children more often in 2015?
- Consumers want healthier and safe foods

This report focuses on consumer attitudes and behavior with respect to dining out at full-service and limited-service restaurants. In addition to exploring current tendencies and trends, it also reveals what consumer dining-out plans are for 2015. This report builds on the analysis presented in Mintel's *Dining Out: A 2014 Look Ahead*, as well as the January 2013, 2012, and 2011 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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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

The market

Total US restaurant sales and forecast, 2009-19

Figure 1: Total US sales and fan chart forecast of Full- and Limited-service restaurants at current prices, 2009-19

Total US full-service restaurant sales and forecast, 2009-19

Figure 2: Total US sales and fan chart forecast of full-service restaurants at current prices, 2009-19

Total US limited-service restaurant sales and forecast, 2009-19

Figure 3: Total US sales and fan chart forecast of limited-service restaurants at current prices, 2009-19

Market drivers

Competitive context

The consumer

Women rely on deals and discounts more than men

Figure 4: Types of food and drink ordered – Any interest, by gender, October 2014

Parents have more restaurant criteria than non-parents

Figure 5: Desired restaurant characteristics – Any important, by presence of children in household, October 2014

Most restaurant diners order food

Figure 6: Part of menu consumers choose, October 2014

What we think

Issues and Insights

How do foodservice operators keep consumers interested in their offerings, when food prices continue to climb?

The issues

The implications

How to cater to dads, the parent who plans to visit restaurants with children more often in 2015?

The issues

The implications

Consumers want healthier and safe foods

The issues

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The implications

Trend Application

Trend: Factory Fear

Trend: Power of One

Trend: Click and Connect

Market Size and Forecast

Key points

Sales and forecast of total US restaurant sales, at current prices

Figure 7: Total US sales and forecast of restaurants and other eating places, at current prices, 2009-19

Sales and forecast of total US sales of restaurants, at inflation-adjusted prices

Figure 8: Total US sales and forecast of restaurants and other eating places, at inflation-adjusted prices, 2009-19

Sales and forecast of total market, by segment

Figure 9: Total US sales and forecast of restaurants and other eating places, by segment, at current prices, 2009-19

FSRs have larger market share than LSRs

Figure 10: Total US sales of restaurants and other eating places, by segment, at current prices, 2012 and 2014

Full-service restaurants

Figure 11: Total US sales and forecast of full-service restaurants, at current prices, 2009-19

Figure 12: Total US sales and forecast of full-service restaurants, at inflation-adjusted prices, 2009-19

Limited-service restaurants

Figure 13: Total US sales and forecast of limited-service eating places, at current prices, 2009-19

Figure 14: Total US sales and forecast of limited-service eating places, at inflation-adjusted prices, 2009-19

Specialty types of LSRs demonstrate steady growth

Figure 15: Total US sales and forecast of limited-service eating places, by type, at current prices, 2009-19

Fan chart forecasts

Fan chart forecast for total restaurant sales

Figure 16: Total US sales and fan chart forecast of Full- and Limited-service restaurants at current prices, 2009-19

Fan chart forecast for full-service restaurant sales

Figure 17: Total US sales and fan chart forecast of Full-service restaurants at current prices, 2009-19

Fan chart forecast for limited-service restaurant sales

Figure 18: Total US sales and fan chart forecast of limited-service restaurants at current prices, 2009-19

Market Drivers

Key points

FDA finally approved menu labeling laws

Restaurant employees demand higher wages

Unemployment decreases, but consumers still spend cautiously

Figure 19: Unemployment rate and underemployment, January 2007-October 2014

Millennials are the most frequent visitors to restaurants and culturally diverse

Figure 20: US population, by generation share, 2014

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Consumer confidence on an upswing, but how long will it last?

Figure 21: Consumer confidence index, January 2009-March 2014

Disposable income rose in October 2014

Figure 22: Real disposable personal income, January 2007-October 2014

The NRA's Performance Index is up

Figure 23: National Restaurant Association's Restaurant Performance Index

Competitive Context

Key points

Food away from home sales are growing

Figure 24: Monthly retail sales for food at home and food away from home, 2010-14

Consumers eat retail to save money, but want restaurant-quality foods

Full-service restaurants respond to fast casual competition with their own limited-service concepts

Obesity still a concern, though focus on young children shows progress

Figure 25: Prevalence of obesity by gender and age group, among adults age 20 and over, US 2011-12

Marketing Strategies

Overview

Corporate/restaurant transparency

Corporate/restaurant responsibility

Technology to better the dining-out experience

Adapting to the local community

Pricing promotions

Consumer Data – Overview

The majority of consumers plan to spend the same in 2015

Figure 26: Types of food and drink ordered – Any interest, by spend – Dining out plans in 2015, October 2014

Figure 27: Spend – Dining out plans in 2015, October 2014

Figure 28: Attitudes towards spending in 2015, October 2014

Word-of-mouth more important to diners than restaurant reviews; most purchase food

Figure 29: Part of menu consumers choose, October 2014

Figure 30: How consumers choose restaurants, October 2014

Figure 31: Desired restaurant characteristics, October 2014

Consumer Data – By Gender

Key points

Men have more disposable income than women

Figure 32: Desired restaurant characteristics – Very important, by gender, October 2014

Figure 33: Types of food and drink ordered – Any interest, by gender, October 2014

Figure 34: How consumers choose restaurants, by gender, October 2014

Men plan to dine out and spend more than women in 2015

Figure 35: Spend – Dining out plans in 2015, by gender, October 2014

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Figure 36: Frequency – Dining out plans in 2015, by gender, October 2014

Women order sandwiches and salads, while men order breakfast foods

Figure 37: Part of menu consumers choose, by gender, October 2014

Figure 38: Restaurant/food outlet usage, by gender, October 2014

Consumer Data – By Age

Key points

25-34-year-olds have growing interest in specialty snack shops; casual dining struggles with attracting younger segment

Figure 39: Restaurant/food outlet usage, by age, October 2014

Figure 40: Part of menu consumers choose, by age, October 2014

Those 18-24 don't like restrictions on saving money; those aged 65+ show least concern with health

Figure 41: Desired restaurant characteristics – Any important, by age, October 2014

Figure 42: Types of food and drink ordered – Have tried, would try again, by age, October 2014

Those in the 25-34 age group plan to dine out more often in 2015; 18-24-year-olds suffering higher levels of unemployment

Figure 43: Frequency – Dining out plans in 2015, by age, October 2014

Figure 44: Spend – Dining out plans in 2015, by age, October 2014

Figure 45: Attitudes towards spending in 2015, by age, October 2014

Consumer Data – By Generation

Key points

iGeneration/Millennials focused on saving, while avoiding sacrifice

Figure 46: Types of food and drink ordered – Have tried, would try again, by generations, October 2014

Figure 47: Restaurant/food outlet usage, by generations, October 2014

Older Millennials have a variety of considerations, when deciding where to dine out

Figure 48: Part of menu consumers choose, by generations, October 2014

Figure 49: Desired restaurant characteristics – Any important, by generations, October 2014

Figure 50: How consumers choose restaurants, by generations, October 2014

iGeneration/Millennials plan to bring food to work more in 2015, in order to save money

Figure 51: Frequency – Dining out plans in 2015, by generation, October 2014

Figure 52: Spend – Dining out plans in 2015, by generations, October 2014

Figure 53: Attitudes towards spending in 2015, by generations, October 2014

Consumer Data – By Income

Key points

Focus on nutrition/health rises with income

Figure 54: Types of food and drink ordered – Have tried, would try again, by household income, October 2014

Figure 55: Part of menu consumers choose, by household income, October 2014

Figure 56: Desired restaurant characteristics – Any important, by household income, October 2014

Lower-income respondents plan to spend less and higher incomes plan to spend about the same in 2015

Figure 57: Spend – Dining out plans in 2015, by household income, October 2014

Consumer Data – By Race

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Key points

Black iGeneration/Millennials are an important restaurant demographic

Figure 58: Restaurant/food outlet usage, by race, October 2014

Figure 59: Part of menu consumers choose, by race, October 2014

Figure 60: Types of food and drink ordered – Any interest, by race, October 2014

Blacks plan to bring their food to work more in 2015 to save money

Figure 61: Attitudes towards spending in 2015, by race, October 2014

Consumer Data – By Hispanics

Key points

Hispanics love burgers and breakfast

Figure 62: Restaurant/food outlet usage, by Hispanic origin, October 2014

Figure 63: Part of menu consumers choose, by Hispanic origin, October 2014

Figure 64: Desired restaurant characteristics – Any important, by Hispanic origin, October 2014

Hispanics like to share their opinions on social media, and independently owned restaurants

Figure 65: How consumers choose restaurants, by Hispanic origin, October 2014

Figure 66: Types of food and drink ordered – Have tried, would try again, by Hispanic origin, October 2014

Figure 67: Attitudes towards spending in 2015, by Hispanic origin, October 2014

Hispanics plan to dine out and spend more in 2015

Figure 68: Frequency – Dining out plans in 2015, by Hispanic origin, October 2014

Figure 69: Spend – Dining out plans in 2015, by Hispanic origin, October 2014

Consumer Data – By Parents

Key points

Men want dining experience to be the same, whether they are with their children or not

Figure 70: Frequency – Dining out plans in 2015, by gender and parent status, October 2014

Figure 71: Frequency – Dining out plans in 2015, by gender and parent status, October 2014

Figure 72: How consumers choose restaurants, by parent status, October 2014

Figure 73: How consumers choose restaurants, by parent status, October 2014

Figure 74: How consumers choose restaurants, by presence of children of in household, October 2014

Figure 75: Desired restaurant characteristics – Any important, by presence of children in household, October 2014

Parents seek a variety of foods, and portability helps

Figure 76: Part of menu consumers choose, by presence of children in household, October 2014

Figure 77: Restaurant/food outlet usage, by presence of children in household, October 2014

Parents are more sensitive to environmental and social issues

Figure 78: Frequency – Dining out plans in 2015, by presence of children in household, October 2014

Figure 79: Spend – Dining out plans in 2015, by presence of children in household, October 2014

Figure 80: Attitudes towards spending in 2015, by presence of children in household, October 2014

Consumer Data – By Region

Key points

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Northeasterners enjoy breakfast foods, while Westerners focus on social issues

Figure 81: Part of menu consumers choose, by region, October 2014

Figure 82: Types of food and drink ordered – Have tried, would try again, by region, October 2014

Figure 83: Desired restaurant characteristics – Any important, by region, October 2014

Figure 84: How consumers choose restaurants, by region, October 2014

Consumer Data – By Area

Key points

Rural consumers trust opinions of friends and family more than restaurant reviews

Figure 85: Desired restaurant characteristics – Any important, by area, October 2014

Figure 86: How consumers choose restaurants, by area, October 2014

Urbanites eat more breakfast foods

Figure 87: Part of menu consumers choose, by area, October 2014

Urbanites to spend more money and support social issues in 2015

Figure 88: Spend – Dining out plans in 2015, by area, October 2014

Figure 89: Attitudes towards spending in 2015, by area, October 2014

Appendix – Consumer Data – Overview

Figure 90: Types of food and drink ordered – Have tried, would try again, by presence of children in household, October 2014

Figure 91: Types of food and drink ordered – Any interest, by frequency – Dining out plans in 2015, October 2014

Figure 92: Desired restaurant characteristics – Any important, by part of menu consumers choose, October 2014

Figure 93: Desired restaurant characteristics – Any important, by part of menu consumers choose, October 2014

Figure 94: Desired restaurant characteristics – Any important, by part of menu consumers choose, October 2014

Figure 95: How consumers choose restaurants, by purchase locations, October 2014

Figure 96: How consumers choose restaurants, by purchase locations, October 2014

Figure 97: How consumers choose restaurants, by purchase locations, October 2014

Figure 98: Frequency – Dining out plans in 2015, by spend – Dining out plans in 2015, October 2014

Figure 99: Types of food and drink ordered, October 2014

Figure 100: Restaurant/food outlet usage, October 2014

Appendix – Consumer Data – By Age

Figure 101: Types of food and drink ordered – Any interest, by age, October 2014

Figure 102: How consumers choose restaurants, by age, October 2014

Appendix – Consumer Data – By Generation

Figure 103: Desired restaurant characteristics – Any important, by generations, October 2014

Appendix – Consumer Data – By Income

Figure 104: Restaurant/food outlet usage, by household income, October 2014

Figure 105: How consumers choose restaurants, by household income, October 2014

Appendix – Consumer Data – By Race

Figure 106: Frequency – Dining out plans in 2015, by race, October 2014

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Figure 107: Spend – Dining out plans in 2015, by race, October 2014

Figure 108: Desired restaurant characteristics – Very important, by race, October 2014

Figure 109: Desired restaurant characteristics – Any important, by race, October 2014

Appendix – Consumer Data – By Hispanics

Figure 110: Desired restaurant characteristics – Very important, by Hispanic origin, October 2014

Figure 111: Types of food and drink ordered – Any interest, by Hispanic origin, October 2014

Appendix – Consumer Data – By Parents

Figure 112: Types of food and drink ordered – Have tried, would try again, by presence of children in household, October 2014

Figure 113: Restaurant/food outlet usage, by demographics, October 2014

Figure 114: Desired restaurant characteristics - Any important, by parents, October 2014

Figure 115: Desired restaurant characteristics - Very important, by Parents, October 2014

Appendix – Consumer Data – By Area

Figure 116: Restaurant/food outlet usage, by area, October 2014

Figure 117: Types of food and drink ordered – Have tried, would try again, by area, October 2014

Appendix – Trade Associations

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