

Healthy Dining Trends - US - July 2015

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As Americans continue to be plagued with chronic diseases, such as obesity, cardiovascular issues, diabetes, etc, there is rising interest on the part of consumers to eat for better health. Since they visit restaurants so often, they seek better-for-you (BFY) restaurant foods. However, foodservice operators still struggle with providing foods that are healthier (and often costlier), while still delivering on taste.

This report looks at the following areas:

- Consumers are focused on eating healthier
- While focused on health, fast food is a regular reality for many
- Consumers dine at home more, because it's healthier

While there are more healthy-positioned items on the menus, consumer demand for items that fit into their diets (eg gluten- and allergen-free, etc) and that are more natural continues to rise. Operators who address these challenges will gain the loyalty of the more nutritionally conscious consumer.

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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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