Dining Out: A 2016 Look Ahead - US - January 2016

Report Price: £2466.89 | $3995.00 | €3133.71

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The restaurant industry in 2015 was shaped by the continued blurring of traditional foodservice segments, volatile commodity prices, and the strengthened relationship of technology and food. 2016 is poised to be a positive year for the restaurant industry, though a number of customers plan on spending less money at restaurants or plan on visiting fewer restaurants in general.

This report looks at the following areas:

- Certain demographics plan on cutting back on restaurant expenditures
- Price concerns prohibit beverage ordering
- LSR/other growth outpacing FSR growth

The tastes of consumers are changing as more consumers test international foods and even the definition of healthy has shifted recently. Restaurants must continue to understand what motivates consumers to dine out and how to attract those who plan on spending less.

This report focuses on the overall state of full service restaurants, limited service restaurants, and other specialty limited service establishments (eg, snack shops). It will cover some of the major news stories/trends of 2015 and how these will affect 2016. It will also explain major trends that will shape foodservice in 2016 as well as analyze general consumer dining habits.

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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