

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



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.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Certain demographics plan on cutting back on restaurant expenditures

Figure 1: Plans to spend: 2015 vs 2016, October 2015

Price concerns prohibit beverage ordering

Figure 2: Beverages at restaurants, "It's too expensive to order beverages at restaurants," October 2015

LSR/other growth outpacing FSR growth

Figure 3: Total US revenues and forecast for restaurants and other eating places, market share, 2005-15

The opportunities

The restaurant industry is projected to grow further

Figure 4: Total US sales and fan chart forecast restaurants and other eating places, at current prices, 2010-20

"Natural" is the top buzzword for 2016

Figure 5: Desired food and drink characteristics, will look for more in the coming year, October 2015

Customization is universally appealing

Figure 6: Important factors when choosing a restaurant, any occasion, October 2015

What it means

The Market – What You Need to Know

Outlook is positive for the restaurant industry

Sales of LSRs and other establishments surpass FSRs

Future of commodity prices uncertain

Market Size and Forecast

Historic and projected sales performance

Figure 7: Total US sales and fan chart forecast restaurants and other eating places, at current prices, 2010-20

Figure 8: Total US revenues and forecast for restaurants and other eating places, at current prices, 2010-20

Figure 9: Total US revenues and forecast for restaurants and other eating places, at inflation-adjusted prices, 2010-20

Market Breakdown

Both FSRs and LSRs will have strong growth/LSRs gain market share

Figure 10: Total US revenues and forecast for restaurants and other eating places, by segment, at current prices, 2010-20

Figure 11: Total US revenues and forecast for restaurants and other eating places, by segment, at current prices, 2013 and 2015

Full service restaurants

Figure 12: Total US revenues and forecast of full service restaurants, at inflation-adjusted prices, 2010-20

Figure 13: Total US revenues and forecast of full service restaurants, at inflation-adjusted prices, 2010-20

Figure 14: Total US revenues and forecast of full service restaurants, at inflation-adjusted prices, 2010-20

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Limited service restaurants/other foodservice

Figure 15: Total US revenues and forecast of limited service restaurants and other eating places*, at current prices, 2010-20

Figure 16: Total US revenues and forecast of limited service restaurants and other eating places*, at current prices, 2010-20

Figure 17: Total US revenues and forecast of limited service restaurants and other eating places*, at inflation-adjusted prices, 2010-20

Market Factors

General economic prosperity bodes well for restaurants

Figure 18: Unemployment and underemployment rates in the US, January 2007-October 2015

Food health and safety

Figure 19: Land O Lakes: European Style Super Premium Salted Butter

Figure 20: Siggis: Icelandic Style Vanilla Flavored Strained Whole-Milk Yogurt

Volatile year for commodities

Figure 21: YOY commodity price changes, September 2014 to September 2015

Foodservice Trends for 2016

Unpredictable proteins

New bar stars

Segment shifting

Message more than marketing

Figure 22: Distribution of menu ingredient claims and growth, Q3 2012-Q3 2015

Extreme living – Balance or bust

What's Working?

Technology's role in foodservice

Keep it simple

Handcrafted

What's Struggling?

Legacy brands struggle for identity

Soda goes flat

What's Next?

Better beverages

Fast casuals go premium

The Consumer – What You Need to Know

Highlight the use of natural ingredients

Changes in future behavior depend on demographics

Beverages face a value problem

A Look Ahead – Dining and Spending

Consumers split on future behaviors

Figure 23: Number of visits: 2015 vs 2016, October 2015

Figure 24: Plans to spend: 2015 vs 2016, October 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

A Look Ahead – Desired Descriptors

Natural is the top descriptor for 2016

Figure 25: Desired food and drink characteristics, will look for more in the coming year, October 2015

Figure 26: Desired food and drink characteristics, will look for more and menu incidence, October 2015

Descriptors and demographics

Figure 27: Desired food and drink characteristics, will look for more in the coming year, October 2015

Figure 28: Desired food and drink characteristics, will look for more in the coming year, October 2015

Descriptors appealing to the “Spend More” consumer

Figure 29: Desired food and drink characteristics, October 2015

Segment Visitation

Innovation abounds at every segment, even among less-frequented establishments

Figure 30: Visitation to foodservice establishments in the past month, October 2015

Restaurant visitation by demographics

Figure 31: Visitation to foodservice establishments in the past month, snack shop, October 2015

Beverage Factors

Beverages must be positioned as a value

Figure 32: Beverages at restaurants, October 2015

Beverages – Coffee/tea

Beverages – Alcohol

Beverages – CSDs

Hispanics

Hispanics dining attitudes and behaviors

Figure 33: Restaurant experience agreement, October 2015

Figure 34: Desired food and drink characteristics, will look for more in the coming year, October 2015

Hispanics and beverages

Figure 35: Beverages at restaurants, October 2015

Important Restaurant Considerations

Customization remains a top priority

Figure 36: Important factors when choosing a restaurant, any occasion, October 2015

Figure 37: Important factors when choosing a restaurant, any occasion, October 2015

Correspondence Analysis

Methodology

Correspondence analysis reveals strengths/opportunities

Figure 38: Important factors when choosing a restaurant, any occasion, October 2015

The Restaurant Experience

Quality and price are top-of-mind but look to secondary restaurant experiences

Figure 39: Restaurant experience agreement, October 2015

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Restaurants and Tech/Social Media

The relationship between technology and restaurants will strengthen in 2016

Figure 40: Restaurant experience agreement, October 2015

Restaurant Preferences/Attitudes by Area

Urbanites are trendsetters, rural diners are very price conscious

Figure 41: Restaurant experience agreement, October 2015

Figure 42: Number of visits: 2015 vs 2016, October 2015

Figure 43: Plans to spend: 2015 vs 2016, October 2015

Age Differences

The under 45 crowd

Figure 44: Number of restaurant visits in the past month, October 2015

Figure 45: Important factors when choosing a restaurant, "customizes my order exactly as I like it," October 2015

Differences between Millennials

Figure 46: Number of visits: 2015 vs 2016, October 2015

Figure 47: Plans to spend: 2015 vs 2016, October 2015

Figure 48: Desired food and drink characteristics, will look for more in the coming year, October 2015

Dining Out – Qualitative Assessment

Restaurant choice factors

Price factors

The role of sustainability at restaurants

Appendix – Data Sources and Abbreviations

Data sources

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 49: Total US revenues and forecast for restaurants and other eating places, at current prices, 2010-20

Figure 50: Total US revenues and forecast for restaurants and other eating places, at inflation-adjusted prices, 2010-20

Figure 51: Total US revenues and forecast for restaurants and other eating places, by segment, at current prices, 2010-20

Figure 52: Total US revenues and forecast for restaurants and other eating places, by segment, at current prices, 2013 and 2015

Figure 53: Total US revenues and forecast of full service restaurants, at inflation-adjusted prices, 2010-20

Figure 54: Total US revenues and forecast of full service restaurants, at inflation-adjusted prices, 2010-20

Figure 55: Total US revenues and forecast of limited service restaurants and other eating places*, at current prices, 2010-20

Figure 56: Total US revenues and forecast of limited service restaurants and other eating places*, at inflation-adjusted prices, 2010-20

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Appendix – The Consumer

Correspondence analysis

Figure 57: Important factors when choosing a restaurant, October 2015

Appendix – Foodservice Trends 2016

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com