

Dining Out: A 2017 Look Ahead - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

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"Restaurant sales are predicted to grow at a steady rate with yearly growth near 4% through 2021. Consumers are craving unique experiences, and legacy chains can no longer rely on what's worked in the past. Across demographics, consumers still find value in a dining out experience that offers something they're unlikely to prepare at home."

- **Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- The decline of grocery prices entices consumers to cook at home
- New dining out segments create new forms of competition
- The service equation

Definition

The purpose of this Report is to analyze consumers' attitudes, behaviors, and perceptions surrounding their current dining out behavior and anticipated behavior in 2017. The report will also examine how dining out varies across demographics.

This report builds off of *Dining Out: A 2016 Look Ahead – US, January 2016*, as well as previous iterations from 2015, 2014, 2013, and 2012.

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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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