

Dining Out Dayparts - US - November 2018

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"Lunch and dinner, followed by breakfast, are the core dining out occasions. However, the majority of consumers also dined out at least once in the past three months for brunch and dessert dayparts. With the majority of consumers dining out for special occasions and for an indulgent meal, it's clear that restaurants are heavily viewed as a treat occasion."

- Jill Failla, Foodservice Analyst

This report looks at the following areas:

- Dayparts are blurring
- Nontraditional daypart users over index for retail prepared food purchases
- Automation should not come at the expense of good hospitality
- On-demand dining could boost incremental traffic
- iGens are most likely to dine out for snacks and late-night occasions
- Meals in bowls offer daypart flexibility
- Frequent daypart users prioritize unique restaurant factors

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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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