Restaurant Decision Making Process - US - October 2019

Report Price: £3695 | $4995 | €4400

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

This report looks at the following areas:

- **FSRs continue to grow at a slower rate than LSRs**
- **Many options for prepared food beyond traditional restaurants**
- **Majority of consumers prefer at-home cooking and entertainment**

Opportunities lie in continuing to develop fresh, tasty menu items that balance indulgence and nutrition, while taking a flexible, innovative approach to new technologies available to order, serve, deliver and market foods.

"Mintel forecasts moderate growth in the restaurant industry, buoyed by a positive macroeconomic landscape that allows consumers to spend more on AFH (away from home) dining. However, on-premise dining is challenged by the abundance of prepared food choices, including food from retailers, food trucks, meal kits and delivery services."

- Amanda Topper, Associate Director - Foodservice

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MARKET SIZE AND FORECAST

- **Foodservice market tops $640 billion with moderate growth forecast**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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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