

December 2013

Coffee Houses and Donut Shops - US

“Coffee houses and donut shops have pushed to become lifestyle brands so they can remain relevant through the day and cater to the changing needs of consumers. With coffee houses and donut shops continually adding food items and diversifying their beverage programs, it is increasingly important for them to differentiate ...

November 2013

Pizza Restaurants - US

The pizza consumer is changing as people look to healthier, more upscale, and on-the-go dining experiences. We have seen many fast casual pizza restaurant chains spring up in the past year and consumers are moving toward gourmet-like flavor and ingredient combinations. However, with the weak economy, some consumers are still ...

October 2013

Family Midscale Restaurants - US

“Family restaurants face increasing competition from fast food and fast casual chains, which offer value based on low prices, convenience, and easily customizable options. More modern ambiance through restaurant renovations and redesigns, convenient breakfast items, and showing value by offering more BFY foods at budget-conscious prices are the ways forward ...

Fast Casual Restaurants - US

“Due to consumers’ budgets still being constrained, fast casual restaurants must find a way to provide more value in order to justify higher prices. This value proposition includes quality items and upscale yet casual experience at an affordable price. Corporate responsibility initiatives will play an increasingly important role, as will ...

September 2013

Food Trucks - US

“Food trucks must face many barriers in order to break through and find success. These include overcoming a lack of physical location, meeting governmental regulations, finding a way to achieve operational efficiencies, and meeting the needs of mobile consumers. While some food truck operators have found unique ways to solve ...

August 2013

Quick Service Restaurants - US

“Operators are struggling with the need to provide low prices at a time when commodity costs are quickly increasing. Quick service restaurants must wean consumers off the idea of price and provide extra value in order to justify increases. Since many customers are beginning to seek a more upscale and ...

Casual Dining Restaurants - US

“The budget-conscious consumer is still searching for deals, and casual dining operators are battling the perception that fast casual and fast food restaurants can do a better job of delivering on this. To become more competitive, casual dining operators realize they must highlight their own brand of full-meal deals, as ...

July 2013

Kids and Dining Out - US

“Children are shifting in the way they use restaurants. They are ordering from many different areas of the menus, in part because of parental health concerns as well as a lack of sophisticated options. The meal toy traditionally drew in kids, but children are becoming increasingly sophisticated and aging out ...

Healthy Dining Trends - US

“In June 2013, the American Medical Association recognized obesity as a disease, a change that makes the need for healthful restaurant options more vital than ever. Diners still see dining out as time to indulge, which means the foodservice industry needs to do more to hit both menu marks to ...

June 2013

Trends in Snacking and Value Menus in Restaurants - US

“Consumers are shifting the way they use foodservice. Instead of large meals, they are tending to snack more. This is a reflection of the economy, as well as their focus on health concerns. Consumers are also using snacking as a way to socialize, choosing snacks rather than meals and sharing ...

May 2013

Non-Alcoholic Beverages at Restaurants - US

“Consumer tastes have become more sophisticated, and they are increasingly searching for new specialty beverages that offer a unique experience. However, a greater focus on health aspects of sugary beverages and their link to obesity is affecting the market and causing shifts in menuing and the promotion of beverages.”

April 2013

The Dining Out Experience - US

Convenience Store Foodservice - US

“Creating a great experience goes far beyond the menu. It can include such aspects as décor, service, technology, customization, and the incorporation of deals. Each operator must find the right balance that meets the needs of their brand, their core consumers, and the segment they occupy. Experimenting with strategies that ...

“While convenience stores have offered prepared foods for years, the trend has accelerated in the past five years, and the scope of c-store foodservice has broadened. Convenience stores are successfully capturing on-the-go dining occasions through ubiquitous presence, quick in/out accessibility, and the benefit of one-stop shopping with fuel purchase ...

March 2013

American Families and Dining Out - US

“Today’s families seek a more casual dining experience than they have in the past. The stresses of the recession have made families more price conscious, and they also want dining experiences that are comfortable. Because of the proliferation of options around foodservice ordering methods (to go, carry-out, drive-thru, and delivery ...

February 2013

On-premise Alcohol Consumption Trends - US

“When it comes to on-premise alcohol trends, the recessionary spending habits of consumers are continuing. These consumers are being deterred from purchase due to price, health, and fear of public intoxication. To draw out these consumers, operators must create the right balance of offerings that meet the specific needs of ...

College and University Foodservice - US

“Successful university dining services of tomorrow will keep abreast of students’ opinions in terms of foods/flavors as well as the direction of their interest in issues like health and sustainability. They will engage students with the use of events and technology and use every opportunity to prove to students ...

January 2013

Breakfast Restaurant Trends - US

“There exists great potential for restaurants to ramp up sales during the weekday morning daypart, by understanding consumer needs and adapting their offerings. This means everything from menuing a good selection of both food and drink items to increasing service speeds and efficiencies and creating healthful and portable meal options ...

Dining Out: A 2013 Look Ahead - US

“Successful restaurants of tomorrow will evaluate current issues and events to see how they can grow with the culture, starting with taking some responsibility for consumers’ health. Successful restaurants’ menus will make room for diet sensitivities and present food that is as authentic and unprocessed as possible. They will be ...