

## Colleges and Universities Foodservice - US - May 2014

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“A student’s time in college is a unique experience, and the role of university dining services is just as special. This is the time where students’ eating habits are formed, and college students are eager to learn more about the foods they consume. On-campus foodservice outlets instill the knowledge and eating habits that students want to exude for the rest of their lives.”

– Katrina Fajardo, Foodservice Analyst

### This report looks at the following areas:

- What are the biggest roadblocks for college and university foodservice?
- How should dining services re-engage the student body?
- What food or beverage opportunities still remain for college foodservice?

College and university foodservice is projected to increase in 2019. The continued importance of higher education, large Millennial demographic, and increase in Hispanic and Asian populations are predicted to aid in growing the category.

The category’s biggest competitors include both limited service as well as in-home eating, fueled by the increasing concern for one’s health and knowledge of food sourcing and additives. In addition, the white space between on-campus foods compared to off-campus offerings is staggering, especially in regard to popular main dishes and coffee items. For college dining services to be successful, they will need to differentiate themselves from commercial restaurants by providing a dining experience that not only nourishes now, but can provide students with the food knowledge they can take into the future.

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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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