The Restaurant Decision-making Process - US - July 2015

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“Restaurants have many operational and menu elements to balance to service the greatest number of consumers. Operators can look at the demographics that spend the most and evaluate what they are looking for. If those who most value short wait times are big-spending demographics, it’s time to address the issue.”
-Julia Gallo-Torres, Sr. Food and Drink/ Foodservice Analyst

This report looks at the following areas:

- How can restaurants balance health with indulgence on the menu?
- What can be done to minimize the wait-time obstacle, especially for casual and fine dining?
- How can restaurants effectively respond to the growing Hispanic population?

Amidst healthy growth, the restaurant industry increasingly encroaches on grocery stores for consumers’ food-spending dollars. This report serves to explore where and how individuals decide to spend those foodservice dollars, including dining-in versus takeout and delivery. This report explores consumer evaluations of such factors as price, location, ambiance, menus, promotions, service, and amenities and explores how these factors affect consumers’ dining-out decisions.

This report builds on the analysis presented in Mintel’s Dining Out: The Restaurant Decision-Making Process – US, July 2014 report. It also builds on such other Mintel reports as Dining Out: A 2015 Look Ahead – US, January 2015; Marketing to Millennials – US, February 2015;Healthy Dining Trends – US, July 2014 and other reports in the limited and full-service segments.

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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