

Healthy Dining Trends - US - March 2017

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"As restaurants continue to use claims focused on real, natural food the overall health message is becoming less about what you can't have, and instead is focused on creating a craving for what's in front of you. However, healthy dining is not without its challenges, and restaurants still face competition from the home kitchen where consumers feel more in control of their meal."

- **Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- **Consumers value the at-home kitchen for health**
- **Millennial health trends are not cut and dry**
- **Health gets personal with the rise of wearable technology**

This Report examines consumer attitudes, behaviors, and trends toward eating healthy at restaurants. It explains how restaurants are menuing healthy items using Mintel's Menu Insights (MMI) database. It also examines how restaurants provide healthful foods to consumers, how consumers feel about eating healthy, and profile establishments that focus entirely on nutritious meals. The Report also defines how the very perception of health is changing in the country. While health trends in retail food (ie grocery store food) will be touched upon, retail food is not the focus of this Report. To learn more about overarching trends in health and fitness please look to Mintel's Health and Wellbeing Reports. This Report builds off of Healthy Dining Trends – US, March 2016, along with iterations going back to 2009.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Consumers value the at-home kitchen for health

Figure 1: Healthy dining attitudes, any rank, by gender, December 2016

Millennial health trends are not cut and dry

Figure 2: Healthy dining attitude, "I eat healthy when I can, but don't make it a priority," any rank, by urban and suburban Millennials, December 2016

Health gets personal with the rise of wearable technology

Figure 3: Ownership and intent to purchase wearable tech, September 2016

The opportunities

The menu is a blank canvas for inspiration

Figure 4: Growth of ingredient claims on the menu, Q4 2015-Q4 2016

Healthy food loses the bad rap it once had

Figure 5: Healthy dining statement agreement "Healthy food can taste delicious," by gender, December 2016

Younger consumers have a curiosity for health

Figure 6: Healthy dining statement agreement, by age, December 2016

What it means

The Market – What You Need to Know

Wearable technology keeps health at your fingertips

Calorie regulations get real

The body positive movement

Market Perspective

Healthy claims collide in retail and foodservice

Figure 7: Avoiding in better-for-you foods, June 2016

Health is no longer a one lane approach, but a cross-segment approach

Market Factors

The digital health movement

Figure 8: Ownership and intent to purchase wearable tech, September 2016

The body positive movement and obesity rates

Figure 9: Percent of people aged 20 and older who are overweight or obese, 2001-02, 2013-14

Calorie regulations become a new reality for restaurants

Key Trends – What You Need to Know

Health without limits

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A chic view of health

Kombucha exposes consumers to new flavor palates

What's Working?

Vegetables on every plate

Health: a restaurant theme

Kombucha goes mainstream

What's Struggling?

Health without a purpose

What's Next?

Virtual Health Restaurants

Plant-based proteins

MMI Data

Diet-based menu claims on the rise

Figure 10: Growth of menu item claims, Q4 2015-Q4 2016

Figure 11: Growth of menu item claims, Q4 2015-Q4 2016

Ingredient claims get granular

Figure 12: Growth of ingredient claims, Q4 2015-Q4 2016

The healthy and indulgent divide

Figure 13: Growth of ingredient preparation methods, fried and grilled, Q4 2015-Q4 2016

The Consumer – What You Need to Know

All-natural leads in consumer health claims

Tea leads in healthy beverage interest

A majority of consumers believe healthy food can taste delicious

Where Consumers are Dining

Fast food remains a leader in overall visitation

Figure 14: Restaurant visitation, December 2016

Men dine out more frequently than women

Figure 15: Restaurant visitation, by gender, December 2016

Higher-income consumers driving fast casual visitation

Figure 16: Restaurant visitation, by income, December 2016

Black consumers are not a strong demographic for fast casual restaurants

Figure 17: Restaurant visitation, by race and hispanic origin, December 2016

Restaurant Claims by Visitation

Can bacon be healthy?

Figure 18: Health claims, by restaurant segment visitation, December 2016

Smoothie shops are pushing health trends forward

Figure 19: Health claims, by smoothie/juice bar visitation, December 2016

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Healthy Dining Claims

Keep it simple

Figure 20: Repertoire of healthy claim drivers, December 2016

The superfood claim loses relevancy to all-natural

Figure 21: Health claims, December 2016

Men prefer direct health claims

Figure 22: Health claims, by gender, December 2016

Sugar-free divides generations

Figure 23: Health claims, by generation, December 2016

Hispanics value transparency

Figure 24: Health claims, by generation, December 2016

Health versus Indulgence

A dividing line between health and indulgence

Figure 25: Healthy menu associations versus indulgent menu associations, December 2016

Men are less health conscious than women

Figure 26: Healthy menu associations, by gender, December 2016

Millennials and iGens have different health expectations

Figure 27: Any healthy menu associations, by generation, December 2016

Figure 28: Any healthy menu associations, by generation, December 2016

Healthy Dining Attitudes

Healthy food can taste good

Figure 29: Healthy dining statement agreement, December 2016

Hispanics value healthy beverage options

Figure 30: Healthy dining statement agreement, by Hispanics and Non-Hispanics, December 2016

The toast trend

Figure 31: Healthy dining statement agreement "Healthy food can taste delicious," by gender, December 2016

A curiosity for health

Figure 32: Healthy dining statement agreement, by age, December 2016

Urban Millennials drive health trends

Figure 33: Healthy dining statement agreement, by urban and suburban Millennials, December 2016

Redefining the kids' menu

Figure 34: Healthy dining statement agreement, "I like when restaurants offer healthy items on kids' menus," by mothers and fathers, December 2016

Healthy Beverage Interest

Tea leads in health preferences

Figure 35: Healthy beverage interest, December 2016

iGens showcase an interest in beverage diversity

Figure 36: Healthy beverage interest, by generation, December 2016

Women are more likely to experiment with different beverages

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

Figure 37: Healthy beverage interest, by gender, December 2016

Kombucha interest driven by health-focused consumers

Figure 38: Interest in kombucha, by restaurant segment visitation, December 2016

Healthy Dining Behavior

Consumers correlate healthy eating with cooking at home

Figure 39: Healthy dining attitudes, any rank, December 2016

Women cook at home more often than men

Figure 40: Healthy dining attitudes, any rank, by gender, December 2016

Asian consumers demonstrate the strongest interest in a healthy lifestyle

Figure 41: Healthy dining attitudes, any rank, by race and Hispanic origin, December 2016

Millennial dining habits expose them to healthier options

Figure 42: Healthy dining attitudes, any rank, by iGens and Millennials, December 2016

Figure 43: Healthy dining attitude, "I cook at home when I want to eat healthy," any rank, by urban and suburban Millennials, December 2016

Figure 44: Healthy dining attitude, "I eat healthy when I can, but don't make it a priority," any rank, by urban and suburban Millennials, December 2016

Income plays a role in accessibility of healthy options

Figure 45: Healthy dining attitudes, any rank, by income, December 2016

CHAID Analysis

Parents seek health convenience

Figure 46: Healthy dining statement agreement – CHAID – Tree output, December 2016

Appendix – Data Sources and Abbreviations

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – CHAID Analysis

Methodology

Figure 47: Healthy dining statement agreement – CHAID – Table output, December 2016

Appendix – Consumer

Figure 48: Population by Hispanic origin and generation, 2017

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