

## Healthy Dining Trends - US - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Consumers are no longer satisfied by the basics when it comes to ordering a healthy dish at a restaurant; unique, flavor-driven dishes are becoming the norm. Highlighting ingredient quality gives even indulgent dishes a halo of health. Younger consumers are impacted by this trend and are finding it increasingly difficult to identify healthy items on a menu, compared to older generations."

**- Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- Cost is a leading barrier for eating healthy food
- iGens have a blurred view of health

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QSRs approach health indirectly  
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Abbreviations

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