

Healthy Dining Trends - US - March 2019

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"Americans' attitudes toward healthy dining continues to evolve as diners seek a balanced approach focused on wholesome, real ingredients rather than low-calorie options. Younger generations still strongly associate protein-rich menu items with healthiness. As older generations enter their next life stage, operators must cater to their more specialized health needs.
- **Hannah Spencer, Foodservice Analyst**

This report looks at the following areas:

- **Prioritizing health while dining out is a challenge for diners**
- **Almost three fourths of parents are unhappy with kids meals**
- **Diners are open to trying healthy menu items**
- **Appeal to younger diners with plant-based menu items**

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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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