

Full-service Restaurants - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the full-service restaurant market.
- How a recession will impact consumer spending at full-service restaurants and how soon the market is expected to recover to prepandemic levels.
- The importance of full-service restaurants investing in off-premise offerings (eg ghost kitchens, takeout/delivery, meal kits, drive-thrus, etc) and off-peak occasions to maintain relevancy during the pandemic and beyond.
- The biggest motivators and barriers impacting consumer behavior at full-service restaurants as well as the biggest opportunities for driving future visitation.



"Full-service restaurants are certainly feeling the effects of COVID-19 more intensely than their limited-service counterparts, but that does not mean they're down for the count. Current full-service patrons are highly engaged meaning operators have a prime opportunity to reach them with exciting on- and off-premise experiences."

– **Emma Allmann, Junior Analyst**

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **COVID-19: FSR context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of full-service restaurants, at current prices, 2015-25
- **Impact of the COVID-19 pandemic on full-service restaurants**
Figure 2: Short-, medium- and long-term impact of the COVID-19 pandemic on full-service restaurants, February 2021
- **Opportunities and challenges**
- **Addressing safety concerns is the fastest track to recovery**
Figure 3: FSR motivators, December 2020
- **LSR visitation outpaces return to FSRs**
Figure 4: Restaurant ordering, February-December 2020
- **...but current diners are highly engaged**
Figure 5: Year over year change in restaurant ordering, December 2020
- **Refresh innovation to engage young adults**
Figure 6: FSR occasions, by generation, December 2020
- **FSRs must reimagine the dining experience**
Figure 7: Attitudes toward FSRs, any agree, December 2020

THE MARKET – KEY TAKEAWAYS

- **FSRs face a long road to recovery**
- **Consumer financial and safety concerns are obstacles FSRs must tackle**
- **Evolving with new operating models and menu items can help FSRs maintain relevancy**

MARKET SIZE AND FORECAST

- **FSR sales will not recover until 2024**
Figure 8: Total US sales and fan chart forecast of full-service restaurants, at current prices, 2015-25
Figure 9: Total US retail sales and forecast of full-service restaurants, at current prices, 2015-25

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- Impact of the COVID-19 pandemic on full-service restaurants**

Figure 10: Short-, medium- and long-term impact of the COVID-19 pandemic on full-service restaurants, February 2021

- COVID-19: FSR context**

MARKET BREAKDOWN

- Casual dining market share was shrinking prepandemic**

Figure 11: Share of top 200 restaurant chain sales, 2019

- FSRs will continue to lose market share to LSRs**

Figure 12: Market share of total US sales and forecast of restaurants and eating places*, by segment, 2019-25

Figure 13: Total US sales and forecast of restaurants and eating places, by segment, at current prices, 2015-25

- Prepandemic growth strategies became vital for pandemic survival**

Figure 14: Change in sales of top 30 casual and family/midscale chains from 2018-19*

MARKET FACTORS

- COVID-19 safety concerns hinder on-premise dining desire**

Figure 15: Dine-in intentions, September 2020

- Changes in Restaurant Ordering Financial hardships create challenges for FSRs**

Figure 16: Unemployment, January 2007-December 2020

- Retail and retail foodservice competition grows**

Figure 17: Prepared food purchasing frequency year over year, September 2020

- Takeout and delivery usage growing but don't make up for lack of in-person dining**

Figure 18: Restaurant ordering, pickup and delivery – NETS, June 2016, September 2018, September 2019 and May 2020

MARKET OPPORTUNITIES

- Alcohol takeout and delivery provide much-needed profits for FSRs**

- Drive-thrus can drive sales**

- Expansion into new dayparts, menu items are prime opportunities**

Figure 19: IHOP email, "Hungry? IHOP's got ya covered," January 21, 2021

- FSRs go virtual**

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Executive Summary

Full Report PDF

Infographic Overview

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Interactive Databook

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COMPANIES AND BRANDS – KEY TAKEAWAYS

- **The off-premise experience is key to survival**
- **Employee rights are a matter of public health**
- **Restaurant meal kits alleviate consumer cooking fatigue**

COMPETITIVE STRATEGIES

- **FSRs embrace the off-premise experience**
Figure 20: Restaurants offering an off-premise experience
- **Employee and community support can strengthen brand loyalty**
- **FSRs facilitate home cooking with meal kits**

THE CONSUMER – KEY TAKEAWAYS

- **FSR ordering still lagging but current diners are engaged**
- **Operators need to ease diners’ cost and safety concerns**
- **Off-premise dining is key to survival yet consumers are skeptical of its quality, value**
- **Off-peak occasions, high quality menu items and family offerings can drive visitation**

RESTAURANT ORDERING

- **FSRs need to compete on convenience**
Figure 21: Restaurant ordering, February-December 2020
- **Reach older generations with at-home celebrations**
Figure 22: Restaurant ordering, by generation, December 2020
- **Casual dining can fulfil a consumer desire for premium convenience**
Figure 23: Restaurant ordering, by household income, December 2020

CHANGES IN RESTAURANT ORDERING

- **Current diners are highly engaged across restaurant segments**
Figure 24: Year over year change in restaurant ordering, December 2020
- **FSRs should serve meals with a side of entertainment to appeal to parents**
Figure 25: Year over year change in restaurant ordering, by parental status, December 2020
Figure 26: Cracker Barrel email, “It’s all food and games from here,” January 15, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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CASUAL DINING MOTIVATORS

- **Casual dining needs to highlight community involvement, local support**

Figure 27: Casual dining motivators, December 2020

CASUAL DINING BARRIERS

- **Safety and cost concerns are obstacles casual restaurants must address**

Figure 28: Casual dining barriers, December 2020

FSR OCCASIONS

- **FSRs must continue bringing diners together, even at home**

Figure 29: FSR occasions, December 2020

- **Younger generations are key to off-peak occasion success**

Figure 30: FSR occasions, by generation, December 2020

- **Casual dining faces an identity crisis**

Figure 31: FSR occasions by restaurant ordering, December 2020

FSR MOTIVATORS

- **FSRs can create value through safety precautions, promotions and quality kid-friendly fare**

Figure 32: FSR motivators, December 2020

- **Older generations need to feel at ease about on-premise FSR dining**

Figure 33: FSR motivators, by generation, December 2020

FSR ALCOHOL MOTIVATORS

- **FSRs alcohol faces an uphill battle**

Figure 34: FSR alcohol motivators, December 2020

- **Combine alcohol deals with off-premise experiences to reach Hispanics**

Figure 35: FSR alcohol motivators, by race and Hispanic origin, December 2020

- **Proving value through convenience and discounts may fuel FSR alcoholic beverage purchases**

Figure 36: TURF analysis – alcohol motivators, December 2020

ATTITUDES TOWARD FSRs

- **FSR off-premise options are a double-edged sword**

Figure 37: Attitudes toward FSRs, any agree, December 2020

- **Consumers agree tech is impersonal but important**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 38: Attitudes toward FSRs, by generation, December 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Direct marketing creative
- Abbreviations and terms
- Abbreviations
- Terms

APPENDIX – THE MARKET

Figure 39: Total US retail sales and forecast of full-service restaurants, at inflation-adjusted prices, 2015-25

Figure 40: Total US sales and forecast of limited-service eating places*, at inflation-adjusted prices, 2015-25

APPENDIX – THE CONSUMER

- TURF Methodology

Figure 41: Table - TURF Analysis – Alcohol motivators, December 2020

Figure 42: FSR alcohol motivators, by generation, December 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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