

Family Dining Trends – US – 2022

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This report looks at the following areas:

- How and where families tend to order restaurant meals
- Changes in family dining behaviors over the last two years, including shifts in preparing food at home and use of takeout/delivery
- Factors parents see as barriers to dining at a restaurant with their family
- Factors that motivate parents when choosing a restaurant for their family
- A look at what menu items kids order and related family dining behaviors

Families are highly engaged restaurant users, and off-premise restaurant occasions are a key driver; 62% order restaurant meals for takeout for their family. This suggests that parents value the relaxed atmosphere and convenience of dining at home.

The pandemic has served to solidify the advantages of convenience, value, and experience that takeout and delivery procurement methods provide. The industry has a long road ahead in the return to normalcy for in-person family dining, and COVID-19 remains a driver in how families approach restaurant use. More than one quarter of parents cite lack of COVID-19 safety policies at restaurants as a barrier to dining out with their family.

While families prefer restaurant over retail for prepared meals, foodservice competition from retail continues to grow, especially after families were reminded of the value and convenience of retail prepared options throughout the pandemic. To remain competitive, restaurants must continue to promote time-saving and affordable meals such as family meal deals or at-home meal kits.

When choosing a restaurant to dine at with their family, menu variety is more important to parents than attentive service, atmosphere, speed or meal deals. The desire for greater menu variety seems to be rooted in the lack of interesting kids' menu items. Parents are ready to see innovation of sophisticated, healthy and internationally inspired kids' menu options.



“Amidst a struggling industry, foodservice operators can lean on families in the return to growth. Beyond procurement enhancements, restaurant operators must place greater emphasis on developing menu variety – giving kids more than the status quo meal.”

– Amanda Topper – Director, US Research

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