

# The Future of Foodservice: 2023 - US - 2022

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## This report looks at the following areas:

- Restaurant visitation drivers and deterrents and expected consumer behavior in 2023
- Interest in innovation on menus, technology and consumer dining priorities
- The impact and expectation surrounding value and convenience in the foodservice market

Consumers will seek convenience, value and new experiences in 2023. After undergoing years of the pandemic and all-time inflationary highs, consumers are increasingly interested in dining out where they can easily satisfy their cravings through unique menu items that offer a balance of health and comfort. Nearly 70% of US diners expect restaurants to offer better-for-you ingredients, showcasing their evolved and prioritized health and lifestyle needs. Many diners are also turning to restaurants to try new dishes and experiment with seasonal and international/regional flavors, presenting operators with more opportunities to innovate with LTOs and specialty menus to keep them returning for more.



“The foodservice industry will continue to grow with consumers’ heightened interest in away-from-home dining experiences that cannot be replicated at home. While what’s on the menu is core to driving traffic in 2023, how brands deliver on key areas of health and convenience will be essential.”

– Pooja Lal, US Foodservice and Mintel Menu Insights

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