

Full-service Restaurants - US - 2022

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the foodservice market
- FSR visitation motivators and deterrents and expected consumer behavior in 2022
- Opportunities, challenges, and strategies for FSRs to prepare for pandemic-related uncertainties

The foodservice industry continues to battle pandemic-related challenges that compromise its recovery, but consumers' enthusiasm for dining out more in 2022 is a promising sign for full-service restaurants. Mintel estimates that full-service restaurants will recover to prepandemic sales by 2023.

Alongside labor and supply challenges, inflation is forcing operators across foodservice segments to raise menu prices. FSR patrons may trade down to lower-priced LSRs, especially when ordering takeout and/or delivery. However, consumers' enthusiasm about dining out in 2022, the pent-up demand for the on-premise dining experience, and cooking fatigue will work in FSRs' favor. The explosive growth of takeout and delivery in the pandemic era necessitates restaurant expertise in off-premise operations and offerings. Since limited-service restaurants were better prepared to tackle the challenges of a consumer base dining largely at home, full-service restaurants will continue to face tough LSR competition and will need to strike a balance between serving both on-premise and off-premise consumers. With more full-service restaurants introducing automation in the kitchen, new restaurant formats and layouts, and proprietary mobile apps and websites, this segment's off-premise offerings will resemble those of the LSR segment over time.

Consumers consider food from full-service restaurants to be of higher quality than LSRs and appreciate the value of the on-premise dining experience that is difficult to recreate at home. They are enthusiastic about returning to dining to once again treat themselves, socialize, and experience being waited on.



"Full-service restaurant operators are strengthening their off-premise operations to serve expanded consumer needs. As they continue to battle challenges, communicating with consumers about changes to layouts, processes, and prices as well as reinforcing the value of the on-premise dining experience will be crucial."

– Varchasvi, Analyst, US Foodservice and Mintel Menu Insights

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Full-service restaurants are uniquely positioned to differentiate on experience and can satisfy the pent-up demand for a high-quality dining experience.

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