

Healthy Dining Trends - US - 2022

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This report looks at the following areas:

- How healthy dining participation has trended from pre-pandemic to present time
- The pandemic's impact on healthy dining – past, present and future
- The menu claims and menu options that are most appealing to consumers
- What types of restaurants are most visited and part of the consideration set for healthy dining

Looking at the concept of health through a wider lens and considering diners' physical and mental wellbeing alongside the wellbeing of society and the planet will resonate on multiple levels.

The market for healthy dining is intricate, multi-layered and has an abundance of opportunities. From food halls setting an example with their mix of food diversity and convenience, to the rallying call for high protein everything.



"While healthy eating and restaurant dining both took a backseat throughout much of the pandemic, consumers are now primed and ready to reengage on both fronts."

- Amanda Topper, Director – US Research

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