

Dining Out Dayparts - US - 2022

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This report looks at the following areas:

- Operator measures to drive traffic across various dayparts
- Consumer dining behaviors per daypart
- Motivators and deterrents for dining out vs ordering takeout/delivery
- How dining occasions have changed over the pandemic – and what to expect next

Diners remain eager to get back to a sense of normalcy; 20% or more diners report increased ordering from restaurants relative to even *before* the pandemic, mostly holding to conventional mealtimes. Yet, elevated prices across nearly all goods and services will eventually begin to chip away at some dining out occasions and operations, as the “novelty” of routine gives way to economic pressures.

Still, food away from home prices are slightly less elevated than packaged food/drink at home, offering operators a slight, yet needed break to keep momentum. Value is and will remain a key component of dining out decision making. More than two thirds of diners are constantly searching for good restaurant deals. Loyalty programs should get personal with their diners to sustain traffic, with customized promotions that align with ordering history, lapsed visitation nudges and even off-peak deals.

While meals (breakfast, lunch and dinner) predictably dominate resumed and increased occasions, snacking may be the bigger opportunity. In difficult financial and operational times a solution may be to focus on smaller, affordable portions that meet impulsive and convenience-driven needs.

Broader brand communications should reinforce notions of enjoyment and the necessity of taking the occasional break to replenish and recharge wellbeing as money well spent with rewards earned. While food and drink are often at the center of a dining experience, services that create convenience, efficiency and value contribute to the full experience too.



“Despite consumer desire for elevated experiences after a period of limitations, value will continue to play a critical role in dining out decisions, and smaller, more affordable options may be the economizing compromise that diners opt for, rather than overt attrition.”

- Mimi Bonnett, Senior Director – US Food, Drink and Foodservice Reports

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