

Casual Dining Restaurants - US - 2023

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This report looks at the following areas:

- Innovation initiatives in the casual dining restaurant segment
- Consumers' perceptions of casual dining restaurants
- Deals, specials and menu items consumers are eager to see
- Casual dining behaviors and attitudes

Casual dining restaurants enjoy a dependable reputation among consumers and have maintained this despite pandemic-related challenges. Many casual dining chains have acted as pioneers in adopting new restaurant formats, tech-enabled equipment, and other foodservice technologies that work to improve both the employee and the guest experience.

However, persisting labor challenges and steep increases in the cost of food both at home and away from home pose headwinds for the casual dining segment. In this environment, offering value-focused deals, optimizing back-of-house operations, improving off-premise offerings, and maintaining the consumer perception of casual dining restaurants as reliable is crucial.

Fortunately, casual dining restaurants enjoy regular visitation from most consumers, with at least five in 10 ordering from casual dining restaurants at least once a week. The category is primed to leverage this and reward its most loyal consumers through loyalty programs and restaurant mobile apps, both of which consumers are interested in using.



“Having consistently delivered on menu variety, quality, and value despite challenges, the casual dining segment is primed to leverage consumer loyalty, innovate boldly, and participate in emerging consumer trends, while maintaining its mass appeal as an affordable dining experience.”

– Varchasvi, Analyst, US
Foodservice and Mintel Menu Insights

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What's included

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- **Casual dining restaurants have a dependable reputation among consumers and are delivering well on most needs save for a few opportunity areas.**
- **Consumers’ perception of casual dining restaurants as reliable also makes them more eager to see more innovative items on the menu.**
- **Casual diners have responded well to operators adopting technology, and a majority have used and are interested in using foodservice technologies both on-premise and off-premise.**
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