

Social Media in Foodservice - US - August 2017

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"The dining out landscape has permanently been impacted by social media from both a marketing standpoint and the actual on-premise experience. Social media has created a new focus toward the concept of being an influencer, whether on a small or large scale, and iGens and Millennials have specifically adopted social media as a part of their daily lives."

Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- A divide exists between social media exploration and trendsetting
- Young consumers still value face-to-face conversations
- Restaurants can only do so much to encourage social media posts

This Report covers consumer preferences, attitudes, and behaviors towards leveraging social media and other digital elements while dining out. The Report investigates the use of social media from the consumer perspective as well as elements that can be taken by foodservice operators and marketers to encourage engagement and interaction with consumers online. This is the first of its kind report from Mintel with a specific focus on social media. For information surrounding the current online delivery landscape please see *The Online Foodservice Consumer - US, August 2016*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Report definition

Executive Summary

The issues

A divide exists between social media exploration and trendsetting

Figure 1: Social media cluster demographic breakdowns, June 2017

Young consumers still value face-to-face conversations

Figure 2: Social media behavior, any agree, "Prefer to discuss content in person instead of online," by age, June 2017

Restaurants can only do so much to encourage social media posts

Figure 3: Barriers for posting online, by age, June 2017

The opportunities

The power of Facebook

Figure 4: At least daily social media visitation, by generation and living location, June 2017

Social media users more likely to share a positive dining experience online

Figure 5: Content sharing on social media, by social media users, June 2017

iGens represent a key social media demographic

Figure 6: Content sharing on social media, by generation, June 2017

What it means

The Market – What You Need to Know

93% of consumers are social media users

As younger consumers cut the cord, new forms of media consumption take center stage

When social media goes too far...

Market Factors

Social media usage by demographics

Figure 7: Social media users, any use, June 2017

Figure 8: At least daily social media visitation, June 2017

Figure 9: At least daily social media visitation, by generation and area, June 2017

Social media provides a local and personal touch to marketing

A new era of media consumption

Figure 10: Methods of viewing content, by generations, May 2016

The backlash against a digital world

Figure 11: Teen and adult iGens views on social media, March 2017

Key Trends – What You Need to Know

Collaboration over competition

Social media overload

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Going live

What's Working?

- The impact of social media on menu innovation and presentation
- Social media collaboration
- Social media and travel

What's Struggling?

- Social media platform overload and privacy

What's Next?

- Seamless integration
- Screenless technology
- Social media on air

Deep Dive – Blogging and Social Media Influencers

- Timeline of blogger and social media influence and the impact on foodservice sectors
- Early 2000s: Food blogging takes form
- 2010 – 2015: The business side of blogging
- 2015 to today: Bloggers build upon personal connections in a complex landscape

The Consumer – What You Need to Know

- Consumers are craving more functionality from social media and apps
- The “social” side of social media
- Young women are a key target for signature cocktails

Restaurant Visitation

- QSRs maintain mass appeal, while other segments note a divide
Figure 12: Restaurant visitation, by social media users and non-users, June 2017
- Coffee shops focus on Instagram presentation
Figure 13: Social media posts for unicorn frappuccino, April 17, 2017-April 30, 2017
- Bars and breweries look beyond beer to create a social media experience
Figure 14: Bar/brewery visitation, by generation, June 2017
- Social media users dine out more frequently
Figure 15: Restaurant visitation frequency, by social media users and non-users, June 2017
- Urban restaurants cater to social media trends
Figure 16: Restaurant visitation frequency, dine out weekly, June 2017

Social Media Content Opportunities

- Consumers crave digital loyalty programs
Figure 17: Social media content interest, by social media users, June 2017
- Women crave nutritional data
Figure 18: Social media content interest, by gender, June 2017
- Parents show an increased interest toward digital content

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Figure 19: Social media content interest, by parents and non-parents, June 2017

Younger consumers have an expectation for social media to provide a functional use

Figure 20: Social media content interest, by generation, June 2017

Hispanics value transparency in pictures and nutritional content

Figure 21: Social media content interest, by Hispanic millennials and Hispanic non-Millennials, June 2017

Don't ignore the South for social media foodie trends

Figure 22: Social media content interest, by region, June 2017

Social Media Sharing

Consumers prefer to share positive dining experiences online

Figure 23: Content sharing on social media, by social media users, June 2017

Frose anyone?

Figure 24: Content sharing on social media, unique cocktails, by gender and age, June 2017

Figure 25: Social media posts for #Roseallday, January 2016-June 2017

Women showcase the social dining experience online

Figure 26: Content sharing on social media, a picture with family and friends, by gender, June 2017

Black consumers showcase dining experiences with a purpose

Figure 27: Content sharing on social media, by race, June 2017

The influential iGens

Figure 28: Content sharing on social media, by generation, June 2017

Parents more likely than nonparents to share the dining experience online

Figure 29: Content sharing on social media, by parents and nonparents, June 2017

Barriers for Posting Online

Social media doesn't always portray an accurate experience

Figure 30: Barriers for posting online, June 2017

Women have an increased interest in an interruption-free dining experience

Figure 31: Barriers for posting online, by gender, June 2017

The social media overload impact

Figure 32: Barriers for posting online, by age, June 2017

Urban Millennials value privacy

Figure 33: Barriers for posting online, by suburban and urban millennials, June 2017

Consumers Perspectives toward Social Media

iGens and Millennials are more accustomed to social media food trends

Figure 34: Social media statement agreement, by social media users and generations, June 2017

Figure 35: Social media channel distribution of image based content, July 2016-July 2017

Figure 36: Social media statement agreement, by urban, suburban and rural, June 2017

Social Media Behaviors

The discovery aspect of social media is valuable

Figure 37: Social media behavior by social media users, any agree, June 2017

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Figure 38: Social media behavior, by generation, any agree, June 2017

Face to face conversations are not obsolete

Figure 39: Social media behavior, any agree, "Prefer to discuss content in person instead of online," by age, June 2017

The Northeast demonstrates a wide range of social media habits

Figure 40: Social media behavior, by region, any agree, June 2017

Social Media Profiles – Cluster Analysis

Figure 41: Social media cluster demographic breakdowns, June 2017

Group 1: The Social Media Explorer

Demographics:

Characteristics

Opportunities

Group 2: The Traditionalist

Demographics

Characteristics

Figure 42: Social media cluster demographics by behavior, any agree, June 2017

Opportunities

Group 3: The Social Media Foodie

Demographics

Characteristics

Figure 43: Social media cluster demographics by behavior, any agree, June 2017

Opportunities

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Appendix- Cluster Analysis

Appendix- Rival IQ and Infegy

Methodology – Rival IQ

Methodology – Infegy

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