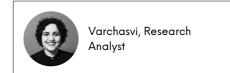
# HEALTHY DINING TRENDS – US – 2023

As definitions of healthy eating continually expand and shift, restaurants are tasked with making this generally restrictive task feel inviting and enjoyable.





# Healthy Dining Trends - US - 2023

# This report looks at the following areas:

- How consumers approach healthy dining at restaurants
- How consumers perceive health menu items
- Features consumers desire in healthy menu items
- Attitudes towards eating healthy at-home and away-from-home



Consumers want to make healthy choices at restaurants, but don't find them accessible or exciting: merely 14% of them think of healthy menu items as craveable, and nearly 8 in 10 consumers find it easier to eat healthy at home. The definitions of healthy eating change continually, and with access to more knowledge, more aspects of health emerge that consumers want to be aware of and address.

Evolved from simple goals like eating fresh, natural ingredients, the current healthy eating landscape demands that consumers pay attention to both the physical and emotional impact of what they eat. The longer this checklist gets, the more difficult it can be to keep up for both restaurants and consumers. Amidst this noise, consumers will be more attuned to how food makes them feel: they want to feel satisfied, comforted, and like they have enjoyed a treat while still meeting their health needs. Specific health benefits and functionalities may attract a niche, but great taste at good value appeals to all.

Consumers are divided on whether they can trust restaurants to help them stay on track with their goals. Restaurants are tasked with rebuilding that trust, assuring consumers that they can



As definitions of healthy eating continually expand and shift, restaurants are tasked with making this generally restrictive task feel inviting and enjoyable.

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Thailand: +66 2 821 5122 UK: +44 (0) 20 7606 4533 not only satisfy fundamentally personal and flexible definitions of health, but also do so in a way that is exciting, not restrictive.

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# **Disclaimer**

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