

# THE FUTURE OF FOODSERVICE: 2024 – US – 2024

Diners have proved resilient over a year of menu price increases, and are looking forward to novel dining experiences from the restaurant itself and on the menu



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# The Future Of Foodservice: 2024 - US - 2024

## This report looks at the following areas:

- Consumers' dining needs and priorities in 2024
- Diners' comfort level with restaurant technologies
- Restaurant dining as self-care and indulgence
- Considerations when ordering for various occasions
- Attitudes towards value and convenience in foodservice

## Overview

Diners maintained steady restaurant visitation throughout 2023, despite increasing menu prices and financial uncertainties. Though it's unlikely that diners will significantly cut back on restaurants, their concerns about prices and dining budgets are growing – 76% of those who plan back in 2024 are doing so to save money. These circumstances, coupled with increasing labor and real estate costs make it necessary for restaurants to reinforce their value propositions. In 2024, diners will gravitate to restaurants that can serve both solo and social occasions at a variety of price points, making dining accessible for people across income levels.

Consumers' relationship to restaurant technology is complicated – they appreciate the added ease, speed, and convenience of easy-to-use tech like tabletop tablets, kiosks, and apps, but are still inclined to ordering in-person (39%). Ultimately, diners are seeking a frictionless dining experience that delivers on the aspects they value most. In 2024, diners want to indulge and treat themselves to new experiences and restaurants, but in a way that is



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affordable and easy to fit into not only monetary, but also time budgets. Operators can feel more certain taking risks with menu development, particularly snack LTOs, to appease diners' appetite for spicier and bold flavors and ingredients.

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## Report Content



### EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

### CONSUMER INSIGHTS

- Consumer fast facts

#### Restaurant ordering

- Off-premise ordering continues its steady incline
  - Graph 1: restaurant ordering, 2024

#### Restaurant ordering in 2024

- Diners need encouragement through value deals and novelty
  - Graph 2: anticipated ordering frequency in the next year – dining in, 2024
  - Graph 3: anticipated ordering frequency in the next year – ordering takeout/delivery, 2024
- Treat diners to affordable novelty
  - Graph 4: reasons for dining out more often in the next year, 2024
- Diners are experiencing sticker shock
  - Graph 5: reasons for cutting back on dining in the next year, 2024

#### Considerations when dining out

- Variety in prices will complement menu assortments
  - Graph 6: important dining attributes by occasion, 2024
- For on-premise dining, the number of choices matter

#### Restaurant technology

- Technology is welcome in the dining experience
  - Graph 7: restaurant technology usage and interest, 2024
- Off-premise dining emerges as a consumer favorite
  - Graph 8: restaurant technology usage. 2024
- Reward direct orders from Gen X consumers
  - Graph 9: interest in restaurant technologies – Generation X and older, 2024
- Restaurant tech helps Millennials manage a busy lifestage

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- Graph 10: interest in restaurant technologies – Millennials, 2024

## New concept interest

- Menu innovation trumps tech advancements
  - Graph 11: interest in menu items and concepts, 2024
- Parents and non-parents look to the future of foodservice in different ways
  - Graph 12: interest in menu items and concepts, by parental status and gender, 2024
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  - Graph 13: interest in menu items and concepts, 2024

## Dining behaviors

- Design promotions to encourage diners to retain ordering behaviors
  - Graph 14: restaurant ordering behaviors, 2024
- Parents of young children will appreciate quick support
  - Graph 15: restaurant ordering behaviors, by parental status, 2024
- While Gen X engage with food and service, Gen Zs engage with the entire brand
  - Graph 16: restaurant ordering behaviors, by generation, 2024

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  - Graph 17: restaurant ordering attitudes, 2024
- Simplify messaging for Gen X consumers
  - Graph 18: attitudes, by generation, 2023
- Support mothers with a chance to indulge
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## COMPETITIVE STRATEGIES

- 2024: Year of the Drive-thru Beverage
- Examples: drive-thru beverage restaurants
- Tech disruption in 2024: Ghost Kitchens 2.0?
- Chili's Grill & Bar adds It's Just Wings to core menu
- The d(ef)ining theme of 2024: Affordable Novelty
- Menu examples: aligning value and novelty
- Menu examples: value deals
- The must-have menu staple in 2024: spice
- Menu examples: spicy items

## THE MARKET

### Market context

### Market drivers

- Third-party aggregators will shape foodservice delivery
- Growing consumer confidence a potential tailwind for foodservice
  - Graph 20: consumer sentiment index, 2022-23

### Market size and forecast

- Resilient diners buoy foodservice growth
- Retail sales and forecast of the total foodservice market

### Market segmentation

- FSRs, LSRs balance high labor costs and menu prices
- Retail sales of full-service restaurants
- Retail sales of limited-service restaurants

## APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms
- Forecast
- Forecast fan chart
- Market forecast table: all restaurants
- Market forecast table: FSRs
- Market forecast table: LSRs

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