Restaurant Decision Making Process - US - December 2017

Report Price: £3008.96 | $3995.00 | €3429.31

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As a whole, the restaurant industry continues to grow with total revenues reaching approximately $569 billion in 2017. However, many restaurants face an uncertain future due to shifting consumer dining preferences and an overabundance of restaurants in the market. It's harder than ever for individual restaurants to stand out in the market but restaurants that provide a unique memorable experience will garner consumer attention.

This report looks at the following areas:

- **Venues outside traditional restaurants are trending**
- **Restaurants can't be all things to all consumers**

The purpose of this Report is to analyze consumers' attitudes, behaviors, and perceptions surrounding the restaurant decision making process. It will also examine how the restaurant decision making process varies across demographics, generations, regions, and by race.

DID YOU KNOW?

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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