

Restaurant Decision Making Process - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Restaurant Decision Making Process - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Venues outside traditional restaurants are trending

Figure 1: Restaurant competitor utilization, October 2017

Restaurants can't be all things to all consumers

Figure 2: Restaurant attitudes, October 2017

The opportunities

The restaurant industry continues to grow

Figure 3: Total US revenues and fan chart forecast of full-service restaurants, limited service restaurants, and other eating places*, at current prices, 2012-22

Opportunity to expand beyond traditional associations

Figure 4: FSR vs LSR attitudes, October 2017

Price, recommendations, and location drive new restaurant trial

Figure 5: Restaurant visitation motivators, October 2017

What it means

The Market – What You Need to Know

Market as a whole continues to grow

FSRs fall behind LSRs

Economic conditions are ideal for restaurants

Market Size and Forecast

Restaurant sales grow steadily

Figure 6: Total US revenues and fan chart forecast of full-service restaurants, limited service restaurants, and other eating places*, at current prices, 2012-22

Figure 7: Total US revenues and fan chart forecast of full-service restaurants, limited service restaurants, and other eating places*, at current prices, 2012-22

Market Breakdown

Growth of LSRs outpacing that of FSRs

Figure 8: Total US revenues and fan chart forecast of full-service restaurants, at current prices, 2012-22

Figure 9: Total US revenues and fan chart forecast of full-service restaurants, at current prices, 2012-22

Figure 10: Total US revenues and fan chart forecast of limited service restaurants and other eating places*, at current prices, 2012-22

Figure 11: Total US revenues and fan chart forecast of limited service restaurants and other eating places*, at current prices, 2012-22

Figure 12: Total revenues for restaurants and other eating places, by segment share, at current prices, 2015-22

Market Perspective

Evolving foodservice landscape

Retailers turn into foodservice destinations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Restaurant Decision Making Process - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

C-stores experience strong foodservice sales growth

Figure 13: Total US sales and fan chart forecast of c-store foodservice sales, at current prices, 2011-21

Meal kits may bridge the gap between retail and foodservice

Market Factors

Consumers have rosy economic outlook

Figure 14: Consumer Sentiment Index, January 2007-September 2017

Figure 15: Opinion on current financial situation, Q2-Q4 2017

HHs with children decline

Figure 16: Percentage of total households, by presence of related children, 2006-16

Consumers are spending more at restaurants while on vacation

Figure 17: Expenditures on US tourism-related goods and services, by segment, at current prices, 2014 and 2016

Foodies shape the future of foodservice

Figure 18: Foodie attitudes, October 2017

Figure 19: Food attitudes, Spring 2013-17

Figure 20: Foodie dining habits, June 2017

Key Players – What You Need to Know

Convenience is front and center at restaurants

Overexpansion plagues the market

What's Working?

"Fast food" redefined

What's Struggling?

Too many choices not enough time or money

What's Next?

Ties between social media and restaurants grow stronger

Hotels up their dining programs

Food halls offer hope to new chefs entering the crowded market

The Consumer – What You Need to Know

Word of mouth drives most new restaurant trials

Consumers visit a variety of nonrestaurants for meals

Strong associations exist between FSRs and LSRs

Restaurant Visitation

Chain restaurants dominate the foodservice landscape

Figure 21: Restaurant visitation, October 2017

Restaurant visitation largely based on age, income

Figure 22: Restaurant visitation, by age and HH income, October 2017

Casual dining chains need to attract multicultural consumers

Figure 23: Restaurant visitation, by race/ethnicity, October 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Restaurant Decision Making Process - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Feeding the family

Figure 24: Restaurant visitation, by parents and age, October 2017

Figure 25: Restaurant visitation, by age of child/children, October 2017

QSRs appeal to calorie carefree consumers

Figure 26: Restaurant visitation, by restaurant consumer types, October 2017

Foodies are fans of all restaurant types

Figure 27: Restaurant visitation, by foodie attitudes, October 2017

Consumers generally visit a few restaurant types

Figure 28: Repertoire analysis – restaurant visitation, October 2017

Figure 29: Repertoire analysis – restaurant visitation, five or more restaurant types, by demographics, October 2017

KDAs

Methodology

Taste and consistency are important across segments

Figure 30: Key drivers of satisfaction with different restaurants, October 2017

Restaurant Visitation Motivators

Word of mouth is key for new restaurants

Figure 31: Restaurant visitation motivators, October 2017

Younger women motivated by online reviews

Figure 32: Restaurant visitation motivators, by age and gender, October 2017

Ambiance is part of the dining experience for foodies

Figure 33: Restaurant visitation motivators, by foodie attitudes, October 2017

Large overlap between food halls and fine dining

Figure 34: Restaurant visitation motivators, by restaurant type visitors, October 2017

Restaurant Competitors

Foodservice grows in nontraditional channels

Figure 35: Restaurant competitor utilization, October 2017

iGen/Millennials get food from many sources

Figure 36: Restaurant competitor utilization, by generations, October 2017

Hispanics are key consumers for foodservice in retail concepts

Figure 37: Restaurant competitor utilization, by Hispanic origin, October 2017

Restaurant competitors also appeal to foodies

Figure 38: Restaurant competitor utilization, by foodie attitudes, October 2017

Restaurant Attitudes

Balancing the wants and needs of consumers

Figure 39: Restaurant attitudes, October 2017

Nonfoodies want the basics

Figure 40: Restaurant attitudes, by foodie attitudes, October 2017

Demographic profiles: restaurant consumer types

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Restaurant Decision Making Process - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Restaurant hobbyists

Figure 41: Restaurant hobbyists demographic profile, October 2017

Special occasion only diners

Figure 42: Special occasion only diners demographic profile, October 2017

Calorie carefree

Figure 43: Calorie carefree consumers demographic profile, October 2017

Deal seekers

Figure 44: Deal seekers demographic profile, October 2017

Just play the hits

Figure 45: Just play the hits consumers demographic profile, October 2017

Organic enthusiasts

Figure 46: Organic enthusiasts demographic profile, October 2017

FSR vs. LSR Attitudes

The strengths and weaknesses of FSRs and LSRs

Figure 47: FSR vs LSR attitudes, October 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 48: Total US revenues and forecast for full-service and limited service restaurants and other eating places*, at inflation-adjusted prices, 2012-22

Figure 49: Total US revenues and forecast for full-service restaurants, at inflation-adjusted prices, 2012-22

Figure 50: Total US revenues and forecast for limited service restaurants and other eating places*, at inflation-adjusted prices, 2012-22

Appendix – The Consumer

Figure 51: Households, by presence of related children, 2006-16

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com