

RESTAURANT, FOOD & BEVERAGE MARKET RESEARCH 2023

CONTENTS:

PART I: MARKET OVERVIEW

1 RESTAURANT SALES

- 1.1 Overview
- 1.2 Total Sales
- 1.3 Full-Service Restaurant Sales
- 1.4 Limited-Service Restaurant Sales
- 1.5 Sales By Month

2 MARKET SUMMARY

- 2.1 Overview
- 2.2 Industry Sales
- 2.3 Revenue Distribution
- 2.4 Restaurant Expenses
- 2.5 Market Resources

3 IMPACT OF THE PANDEMIC

- 3.1 Pandemic Market Research

4 PANDEMIC RECOVERY

- 4.1 Sales Rebound
- 4.2 Restaurant Traffic
- 4.3 Business Conditions Return To Normal
- 4.4 Pent-Up Demand
- 4.5 Costs And Profits
- 4.6 Challenges Ahead

5 RESTAURANT CENSUS

- 5.1 Single Location Full Service Restaurants
- 5.2 Chain Restaurants

6 RESTAURANT FRANCHISES

- 6.1 Overview
- 6.2 Franchise Restaurant Census
- 6.3 Market Assessment
- 6.4 Employment
- 6.5 Market Resources

7 STATE-BY-STATE ANALYSIS

- 7.1 Restaurant Sales By State
- 7.2 Restaurant Locations By State
- 7.3 Foodservice Employment By State

8 HOW AMERICANS EAT

- 8.1 The U.S. Food Dollar
- 8.2 Distribution Of Daily Food Consumption
- 8.3 Per Capita Food Consumption
- 8.4 Compliance With Dietary Guidelines
- 8.5 Market Resources

9 DINING OUT - DEMOGRAPHICS

- 9.1 Overview
- 9.2 Dining By Restaurant Type
- 9.3 Factors In Choosing A Restaurant
- 9.4 Cuisine
- 9.5 Market Resources

10 DINING OUT - FREQUENCY

- 10.1 Overview
- 10.2 Dining Out By Household Income And Age
- 10.3 Market Resources

11 PUBLICALLY TRADED RESTAURANT CORPORATIONS

- 11.1 Overview
- 11.2 Restaurant Stocks and Market Capitalization

PART II: TRENDS

12 CULINARY TRENDS

- 12.1 Overview
- 12.2 Top Macro Trends
- 12.3 Culinary Trends
- 12.4 Trends By Daypart
- 12.5 Trends By Mealpart
- 12.6 Beverage Trends
- 12.7 Trends In Condiments, Sauces, Spices, And Seasonings
- 12.8 Packaging And Off-Premises Trends
- 12.9 Global Influences
- 12.10 Market Resources

13 FOOD & DINING TRENDS

- 13.1 Overview
- 13.2 Market Research

PART III: MARKET SEGMENTS

14 FULL-SERVICE RESTAURANTS

- 14.1 Casual-Dining
- 14.2 Family-Dining
- 14.3 Fine Dining

15 LIMITED-SERVICE RESTAURANTS

- 15.1 Impact Of The Pandemic
- 15.2 Quick-Service Restaurants
- 15.3 Fast-Casual
- 15.4 Comparison of Quick-Service and Fast-Casual

16 VIRTUAL RESTAURANTS

- 16.1 Virtual Restaurants
- 16.2 Ghost Kitchens
- 16.3 Virtual Brands
- 16.4 Independent Startups

17 CATERING & BANQUETS

- 17.1 Market Assessment
- 17.2 Restaurants In The Catering Market
- 17.3 Market Resources

18 CONTRACT-MANAGED FOODSERVICE

- 18.1 Profile
- 18.2 Segment Trends
- 18.3 College Campus Dining
- 18.4 Market Resources

19 RETAIL-HOST FOODSERVICE

- 19.1 Overview
- 19.2 Supermarket Foodservice
- 19.3 Convenience Stores
- 19.4 Retail Store Restaurants
- 19.5 Mall-Based Food Courts

20 COFFEESHOPS

- 20.1 Profile
- 20.2 Out-Of-Home Coffee Consumption
- 20.3 Coffeeshop Chains
- 20.4 Segment Trends
- 20.5 Market Resources

21 FOOD TRUCKS

- 21.1 Market Assessment
- 21.2 City-by-City Assessment
- 21.3 Local Regulations
- 21.4 Coexisting With Traditional Restaurants
- 21.5 Market Resources

PART IV: THE CUSTOMER

22 CUSTOMER PROFILE

- 22.1 Restaurant Visits By Demographic
- 22.2 Full-Service Dining Customer
- 22.3 Limited-Service Dining Customer

23 CUSTOMER PREFERENCES

- 23.1 Overview
- 23.2 Factors Contributing To High Customer Satisfaction
- 23.3 Market Resources

24 CUSTOMER SATISFACTION

- 24.1 Overview
- 24.2 ACSI Scores
- 24.3 Customer Satisfaction Scores
- 24.4 Market Resources

PART V: THE MEAL

25 CUISINE

- 25.1 Regional Cuisine
- 25.2 Ethnic Cuisine
- 25.3 Ethnic Restaurants

26 DAYPARTS

- 26.1 Daypart Traffic
- 26.2 Breakfast
- 26.3 Lunch
- 26.4 Dinner
- 26.5 Late-Night

27 MEALPARTS

- 27.1 Overview
- 27.2 Appetizers
- 27.3 Dessert
- 27.4 Entrees
- 27.5 Salads
- 27.6 Sides
- 27.7 Soups

28 PIZZA

- 28.1 Market Assessment
- 28.2 Most Popular Types Of Pizza
- 28.3 Market Resources

29 SANDWICHES

- 29.1 Market Assessment
- 29.2 Burgers And Chicken Sandwiches
- 29.3 Hot Dogs
- 29.4 Most Popular Sandwiches

30 SNACKS

- 30.1 Overview
- 30.2 Restaurant Snacks
- 30.3 Market Assessment
- 30.4 Snacking Throughout The Day
- 30.5 Favorite Snacks

PART VI: CITY-BY-CITY ANALYSIS

31 DINING OUT

- 31.1 Restaurant Visits
- 31.2 Full-Service Restaurant Visits
- 31.3 Quick-Service Restaurant Visits
- 31.4 Market Resources

32 RESTAURANT SALES

- 32.1 Overview
- 32.2 Restaurant Sales, Unit Counts, and Sales Per Unit
- 32.3 Market Resources

33 MARKET GROWTH POTENTIAL

- 33.1 Overview
- 33.2 Growth Potential for MSAs
- 33.3 Market Resources

PART VII: MARKET LEADERS

34 TOP CHAINS

- 34.1 Overview
- 34.2 Largest Chains

35 TOP CHAINS BY SALES GROWTH

- 35.1 Overview
- 35.2 Top Chains In Sales Growth

36 TOP CHAINS BY UNIT GROWTH

- 36.1 Overview
- 36.2 Top Chains In Unit Growth

37 TOP CONTRACT MANAGEMENT COMPANIES

- 37.1 Overview
- 37.2 Market Leaders

38 TOP FRANCHISEES

- 38.1 Ranking By Revenue
- 38.2 Ranking By Unit Count
- 38.3 Market Resources

39 TOP FRANCHISERS

- 39.1 Brand Ranking
- 39.2 Franchised Units
- 39.3 Non-Franchising Chains
- 39.4 Market Resources

40 TOP INDEPENDENT RESTAURANTS

- 40.1 Rank By Annual Gross Revenue
- 40.2 Market Resources

41 TOP MULTI-CHAIN OPERATORS

- 41.1 Largest Multi-Brand Restaurant Companies

42 TOP MULTI-CONCEPT OPERATORS

- 42.1 Largest Companies
- 42.2 Largest Multi-Concept Operators

PART VIII: DINING TRENDS & ANALYSES

43 AWARD-WINNING RESTAURANTS

- 43.1 Award Winners 2021-2022

44 CANNABIS/CBD-INFUSED FOOD & DRINKS

- 44.1 Overview
- 44.2 Regulatory Status
- 44.3 CBD-Infused Items On Restaurant Menus

45 DINING & THE INTERNET

- 45.1 Use Of Digital Technology
- 45.2 Restaurant Apps
- 45.3 Online Reservations
- 45.4 Digital Ordering
- 45.5 Online Reviews
- 45.6 App-Based Delivery Services

46 DINING WHILE TRAVELING

- 46.1 Traveler Dining
- 46.2 Culinary Destinations
- 46.3 Sampling Tours
- 46.4 Winery Tours
- 46.5 Whiskey and Bourbon Trails
- 46.6 Market Resources

47 FOOD & WINE FESTIVALS

- 47.1 Overview
- 47.2 Prominent Food Festivals
- 47.3 Award-Winning Festivals
- 47.4 Market Resources

48 FOOD SAFETY

- 48.1 Overview
- 48.2 Consumer Response To Food Safety
- 48.3 Dining Grades
- 48.4 Market Resources

49 HEALTHY DINING

- 49.1 Healthful Dining
- 49.2 Federal Guidelines
- 49.3 Food Additives
- 49.4 Genetically Modified Foods
- 49.5 Sugar Consumption
- 49.6 Reduced Sodium
- 49.7 Dieting
- 49.8 Portion Control
- 49.9 What Foods Are Healthy?

50 HOLIDAY DINING

- 50.1 Overview
- 50.2 Birthdays
- 50.3 Mother's Day
- 50.4 Valentine's Day
- 50.5 Father's Day
- 50.6 New Year's Eve
- 50.7 Easter
- 50.8 Thanksgiving
- 50.9 St. Patrick's Day
- 50.10 Oktoberfest
- 50.11 Super Bowl Sunday

51 LOCALLY SOURCED & ORGANIC FOOD

- 51.1 Local & Organic Food Purchases
- 51.2 Influence On Restaurant Choice
- 51.3 Locavores
- 51.4 Organic Menus
- 51.5 Chef- And Restaurant-Owned Farms

52 MEAL KITS

- 52.1 Overview
- 52.2 Market Assessment
- 52.3 Restaurant Meal Kits

53 OPEN-AIR DINING

- 53.1 Health Considerations
- 53.2 On-Premises Outdoor Dining

54 PLANT-BASED MENUS

- 54.1 Overview
- 54.2 Key Players
- 54.3 Burgers
- 54.4 Other Menu Items

55 RESTRICTIVE DIET MENUS

- 55.1 Overview
- 55.2 Gluten-Free Menu Items
- 55.3 Kosher Cuisine
- 55.4 Halal Foods
- 55.5 Vegetarian Cuisine

56 SUSTAINABILITY

- 56.1 Influence On Consumer Purchases
- 56.2 Restaurant Sustainability Programs
- 56.3 Energy Efficiency
- 56.4 Recycling And Packaging
- 56.5 Reducing Food Waste
- 56.6 Sustainable Menu Items
- 56.7 Conserve Program
- 56.8 Market Resources

57 TAKEOUT & DELIVERY

- 57.1 Overview
- 57.2 Market Assessment
- 57.3 Restaurant Changes During The Pandemic
- 57.4 Restaurant Delivery Services
- 57.5 App-Based Delivery Services
- 57.6 Alcoholic Beverage Takeout & Delivery
- 57.7 Packaging

PART IX: BEVERAGE TRENDS & ANALYSES

58 BEVERAGE CONSUMPTION

- 58.1 Beverage Consumption
- 58.2 Alcoholic Beverages
- 58.3 Refreshment And Nonalcoholic Beverages

59 BEVERAGE SPENDING

- 59.1 Total Spending
- 59.2 Alcoholic Beverages
- 59.3 Refreshment And Nonalcoholic Beverages
- 59.4 Retail Spending

60 MARKET LEADERS

- 60.1 Rank By Brand
- 60.2 Rank By Company
- 60.3 Market Resources

61 ALCOHOLIC BEVERAGES

- 61.1 Beer
- 61.2 Distilled Spirits
- 61.3 Wine

62 CONSUMPTION BY STATE

- 62.1 Total Consumption
- 62.2 Per Capita Consumption
- 62.3 Consumption Rank By Category

63 REFRESHMENT & NONALCOHOLIC BEVERAGES

- 63.1 Market Assessment
- 63.2 Bottled Water
- 63.3 Carbonated Soft Drinks
- 63.4 Coffee
- 63.5 Energy Drinks
- 63.6 Functional Beverages
- 63.7 Juice & Fruit Drinks
- 63.8 Milk
- 63.9 Sports Drinks
- 63.10 Tea

64 BEVERAGE SERVICE IN RESTAURANTS

- 64.1 Market Assessment
- 64.2 Refreshment and Nonalcoholic Beverage Service in Restaurants
- 64.3 Alcoholic Beverage Service in Full-Service Restaurants
- 64.4 Alcoholic Beverage Service In Limited-Service Restaurants
- 64.5 Mocktails

APPENDIX A - ANALYSTS & MARKET CONSULTANTS

APPENDIX B - ASSOCIATIONS

APPENDIX C - NATIONAL FOOD & BEVERAGE HOLIDAYS

APPENDIX D - PERIODICALS

APPENDIX E - STATE FOODS

APPENDIX F - STATE RESTAURANT ASSOCIATIONS

REFERENCES