

## **Full-Service Restaurants in the US**

Market Direction | 2024-02-13 | 37 pages | Euromonitor

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### **Report description:**

While inflation affected customer traffic across consumer foodservice categories, full-service restaurants saw a stronger decline in traffic, as some consumers traded down to fast casual and fast food. While growth after the COVID-19 decline helped growth rates in 2022, many full-service restaurants began reporting meaningful traffic declines in 2023. These declines in traffic were caused by overall inflation and rising menu prices, which were increased to keep up with the rising costs of ingred...

Euromonitor International's Full-Service Restaurants in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Chained Full-Service Restaurants, Full-Service Restaurants by Type, Independent Full-Service Restaurants.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Full-Service Restaurants market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Inflation sees consumers dine out at full-service restaurants less often

Special offers can increase traffic, but at what cost?

Consumers are tired of tipping, as the industry and policymakers search for a new tipping standard

##### PROSPECTS AND OPPORTUNITIES

Full-service restaurants will increasingly turn to AI and automation for accuracy and efficiency

With no more room to increase prices, restaurant operators will need to look for other ways to improve margins

Brands in full-service restaurants will look to join limited-service brands in innovating in the loyalty space

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