

**Full-Service Restaurants in the US**

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

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Table of Contents:

Full-Service Restaurants in the US

Euromonitor International

February 2024

### List Of Contents And Tables

#### FULL-SERVICE RESTAURANTS IN THE US

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

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

##### CATEGORY DATA

Table 1 Full-Service Restaurants by Category: Units/Outlets 2018-2023

Table 2 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023

Table 3 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023

Table 4 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 5 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 6 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 7 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023

Table 8 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023

Table 9 Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028

Table 10 Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028

Table 11 Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028

Table 12 Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 13 Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 14 Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

#### CONSUMER FOODSERVICE IN THE US

##### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

##### MARKET DATA

Table 15 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 16 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 17 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 18 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 19 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 20 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 21 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 22 Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2018-2023

Table 23 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 24 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 25 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 26 Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 27 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Full-Service Restaurants in the US**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)