

United States Out-of-home Food and Beverage Market By Type (Quick Service Restaurants, Full-Service Restaurants, Cafes and Bars, Street Vendors, Others), By Service Type (Takeaway/Delivery, Dine-In), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Report description:

United States Out-of-home Food and Beverage Market was valued at USD 71.30 Billion in 2024 and is expected to reach USD 167.21 Billion by 2030 with a CAGR of 15.32% during the forecast period. As the U.S. economy continues to recover and disposable income rises, consumers are increasingly spending on dining out and food delivery, driving market growth. Recent surveys show that 43% of U.S. consumers prefer dining out, while 57% prefer ordering food online. Advances in delivery technology and food preparation are boosting operational efficiency and enhancing customer experiences, further contributing to the expansion of the U.S. out-of-home food and beverage market. In addition, many food establishments, including upscale restaurants, cafes, and bars, are expanding their menus to include healthier options. As more restaurants offer nutritious choices, the demand for out-of-home food and beverages is expected to rise. Another major trend in the market is the growth of food delivery services. Collaborations between food chains and delivery platforms have made out-of-home dining more accessible, further fueling market growth.

Key Market Drivers

Convenience and Busy Lifestyles

One of the primary drivers of the United States out-of-home food and beverage market is the increasing demand for convenience, driven largely by consumers' busy and fast-paced lifestyles. With many individuals working long hours, balancing family responsibilities, or managing multiple commitments, there is a growing preference for dining options that save time and effort. People are seeking ways to simplify meals without sacrificing quality or taste, which has significantly boosted the demand for quick-service restaurants, fast food outlets, and on-the-go dining options. Online food delivery services, such as Uber Eats, DoorDash, and Grubhub, have also played a pivotal role in meeting this demand by offering consumers the convenience of

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ordering food from their favorite restaurants with just a few taps on their smartphones. The rise of meal kit delivery services, where consumers can have pre-portioned ingredients delivered to their doorsteps for easy meal preparation, further contributes to this trend. This shift in consumer behavior toward convenience has created a thriving market for out-of-home food and beverages, as more people opt for dining experiences that align with their hectic schedules. More

Diverse Consumer Preferences and Culinary Innovation

Another major driver in the growth of the U.S. out-of-home food and beverage market is the evolution of consumer preferences toward more diverse, innovative, and personalized dining options. American consumers are increasingly seeking new and exciting flavors, ingredients, and dining experiences, which has prompted restaurants, cafes, and foodservice providers to diversify their menus and experiment with unique food and beverage offerings. The rise of various food trends, including plant-based diets, ethnic cuisine, and health-conscious food options, has reshaped the foodservice industry. Many consumers are now looking for meals that cater to specific dietary needs, such as gluten-free, keto, low-carb, and vegan options. Additionally, the growing popularity of ethnic cuisines, such as Mediterranean, Asian fusion, and Latin American, has led to a surge in interest for international flavors and ingredients, which restaurants are eager to offer to meet consumer demand. This trend is also evident in the beverage sector, where new and unique drink offerings, such as cold brew coffee, craft cocktails, and non-alcoholic spirits, are becoming more common. In 2025, Shipley Do-Nuts, the beloved Houston-based donut and kolache chain, is putting its own spin on New Orleans' classic beignets with the introduction of "YAYs." Available for a limited time until early April, these mini beignets are made with Shipley's signature yeast dough, fried to a light, fluffy perfection. Once ordered, they are tossed in powdered sugar and served warm. Customers can enjoy these delicious treats in various sizes: four for USD2, 12 for USD5, or 24 for USD10, available at participating locations.

Health and Wellness Consciousness

Health and wellness trends have become a significant driver for the U.S. out-of-home food and beverage market. As consumers become more health-conscious, there is a growing demand for food and drink options that align with their desire for healthier lifestyles. This shift in consumer priorities is influencing the types of food and beverages being offered by restaurants and foodservice providers, who are increasingly catering to health-conscious consumers with nutritious, low-calorie, and functional food options. For example, restaurants are offering more menu items that emphasize fresh, organic ingredients, as well as plant-based and vegetarian options, to appeal to consumers looking to make healthier food choices. Additionally, beverages that promote health benefits, such as smoothies, cold-pressed juices, and kombucha, have gained popularity as part of this wellness-focused shift. This has also led to the growth of the "clean label" trend, where consumers are opting for food and drinks made without artificial additives, preservatives, or chemicals. The wellness movement extends beyond just food to include non-alcoholic beverages as well. With more consumers seeking alternatives to sugary sodas or alcoholic drinks, the rise of non-alcoholic spirits, craft sodas, and functional drinks (e.g., beverages that promote gut health or boost energy levels) has further driven market demand.

Key Market Challenges

Health and Safety Regulations and Consumer Expectations

Health and safety regulations are another significant challenge for the U.S. out-of-home food and beverage market. The foodservice industry is subject to stringent local, state, and federal regulations regarding food safety, sanitation, and worker health, particularly in light of the ongoing concerns surrounding foodborne illnesses and the COVID-19 pandemic. Restaurants and other food establishments must continuously ensure compliance with health codes, including proper food handling, sanitation practices, and employee health screenings. In addition to regulatory requirements, consumer expectations around health and safety have also evolved. The pandemic has made consumers more health-conscious, with a heightened focus on hygiene and food safety. Diners are increasingly looking for restaurants that can demonstrate their commitment to cleanliness, social distancing measures, and employee health protocols. This has led to increased costs for foodservice providers, who must invest in enhanced cleaning supplies, PPE for staff, and safety training. Furthermore, as consumer preferences shift toward healthier dining options, foodservice providers are under pressure to offer more nutritious, transparent, and allergen-free choices. This includes providing detailed information about ingredient sourcing, nutritional content, and any potential allergens in their offerings.

Labor Shortages and Rising Labor Costs

One of the major challenges facing the U.S. out-of-home food and beverage market is the ongoing labor shortage and rising labor

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costs. The foodservice industry has been struggling with staffing shortages for years, which were exacerbated by the COVID-19 pandemic. Many restaurants and foodservice providers are finding it difficult to hire and retain employees, especially in key roles such as servers, cooks, and managers. The pandemic not only led to widespread layoffs but also caused many workers to leave the industry, seeking more stable or higher-paying job opportunities in other sectors. This shortage of workers directly affects restaurant operations, leading to reduced hours of operation, compromised customer service, and sometimes even the closure of certain establishments. In addition, the labor shortage has contributed to rising labor costs as businesses must offer higher wages and incentives to attract workers. The staffing shortage has notably improved, with about 82% of establishments reporting at least one position unfilled, a significant decrease from last year when 97% reported the same issue. However, turnover rates have remained steady, with 28% for all full-service restaurants (FSRs) and 34% for FSRs with five or more locations, unchanged from the previous year.

Key Market Trends

Rise of Online Ordering and Food Delivery Services

The growth of online ordering and food delivery services has become one of the most prominent trends in the U.S. out-of-home food and beverage market. The popularity of platforms such as Uber Eats, DoorDash, and Grubhub has revolutionized the way consumers access food. The convenience of ordering meals from a variety of restaurants without leaving home has been a key driver of this trend, particularly among busy professionals, families, and younger consumers who value convenience. This trend accelerated during the COVID-19 pandemic, as restrictions on dining in and health concerns pushed more people toward delivery and takeout. Even after restaurants reopened, many consumers continued to prefer the ease of delivery. As a result, restaurants and foodservice providers are increasingly partnering with these platforms to expand their reach and attract customers who prefer dining at home. Additionally, some restaurants have begun offering exclusive online-only promotions or deals to encourage delivery orders.

Health-Conscious and Sustainable Dining Options

Health and sustainability trends have become increasingly influential in the U.S. out-of-home food and beverage market. Consumers are more focused on eating healthy, environmentally friendly meals, prompting foodservice providers to cater to these evolving demands. There is a growing preference for plant-based, gluten-free, low-calorie, and organic options, reflecting the public's increasing awareness of the importance of nutrition and its connection to overall well-being. This trend is not limited to food but also extends to beverages. Many restaurants are expanding their drink menus to include non-alcoholic, low-sugar, and functional beverages such as kombucha, cold-pressed juices, and health-focused smoothies. The demand for clean labels and transparency about ingredients is also rising, with consumers seeking to avoid additives, preservatives, and artificial ingredients. Along with health-conscious choices, sustainability is gaining traction. Many consumers are now concerned about the environmental impact of their food choices, leading to a preference for restaurants that emphasize sustainable practices, such as using locally sourced ingredients, reducing food waste, and offering eco-friendly packaging.

Segmental Insights

Type Insights

In the United States Out-of-home Food and Beverage Market, Quick Service Restaurants (QSRs) dominated the segment. QSRs, also known as fast food establishments, lead the market due to their convenience, affordability, and consistent demand. Major chains like McDonald's, Taco Bell, and Wendy's continue to perform well by offering consumers quick, budget-friendly meals with minimal wait times. This segment benefits from high consumer foot traffic, especially among busy individuals and families seeking affordable meal solutions. The growth of food delivery services and the expansion of online ordering platforms have further fueled the dominance of QSRs, allowing these establishments to reach a broader customer base beyond their physical locations. Additionally, QSRs have adapted to changing consumer preferences by incorporating healthier menu options, such as plant-based or low-calorie meals, which has attracted a more health-conscious consumer segment. While Full-Service Restaurants (FSRs), Cafes, Bars, and Street Vendors also contribute significantly to the market, QSRs continue to hold the largest share due to their ability to meet the fast-paced and convenience-driven demands of consumers. The quick, low-cost service model makes QSRs the most dominant segment in the U.S. out-of-home food and beverage market.

Regional Insights

The Northeast region dominated the United States Out-of-home Food and Beverage Market due to its large, diverse population,

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high urbanization, and fast-paced lifestyle, which drives demand for convenient dining options. Major metropolitan areas like New York City, Boston, and Philadelphia serve as hubs for a wide variety of foodservice establishments, including quick-service restaurants (QSRs), full-service restaurants, cafes, and food trucks. These cities boast a high concentration of both local and international food offerings, catering to a broad range of tastes and preferences. The Northeast's strong economic conditions and higher disposable income levels further fuel consumer spending on dining out. Additionally, the region's dense urban centers and large office worker populations create a constant demand for convenient and on-the-go food options, particularly fast food and takeaway meals. With the rise of food delivery services, the Northeast remains a key driver of growth in the out-of-home food and beverage market, maintaining its dominance.

Key Market Players

- ☐☐ McDonald's Corporation
- ☐☐ Starbucks Corporation
- ☐☐ The Wendy's Company
- ☐☐ Domino's Pizza, Inc.
- ☐☐ Subway IP LLC
- ☐☐ Chipotle Mexican Grill, Inc.
- ☐☐ Restaurant Brands International Inc.
- ☐☐ Dunkin' Donuts LLC
- ☐☐ Panera, LLC

Report Scope:

In this report, the United States Out-of-home Food and Beverage Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

☐☐ United States Out-of-home Food and Beverage Market, By Type:

- o Quick Service Restaurants
- o Full-Service Restaurants
- o Cafes and Bars
- o Street Vendors
- o Others

☐☐ United States Out-of-home Food and Beverage Market, By Service Type:

- o Takeaway/Delivery
- o Dine-In

☐☐ United States Out-of-home Food and Beverage Market, By Region:

- o South
- o West
- o Midwest
- o Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Out-of-home Food and Beverage Market.

Available Customizations:

United States Out-of-home Food and Beverage Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- ☐☐ Detailed analysis and profiling of additional market players (up to five).

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