

# INDUSTRY TRENDS

## RESTAURANTS

### TOP 5 TRENDS OF 2024



#### 1. Plant-Based Expansion

Plant based foods can now be found in

**48%** of US restaurants.

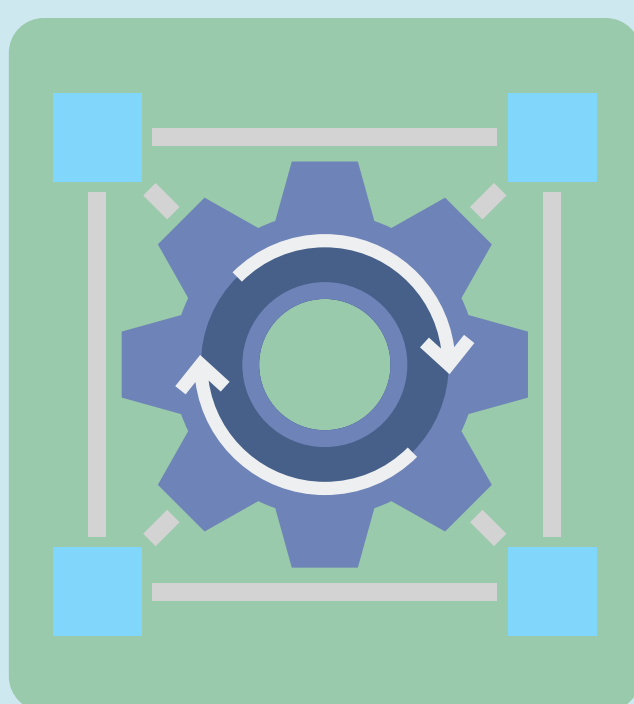
Compared to other restaurant types, fast-casual establishments are most likely to offer plant-based options, while fine dining is the least likely.

#### 2. Tech-Driven Experiences

AI-powered drive-thrus, automated kitchens, and app-based loyalty programs are transforming the customer experience.

**70%** of restaurants

are investing in **AI-driven technologies** for drive-thrus, order customization, & efficiency.



#### 3. Sustainable Packaging

Compostable, reusable, and innovative materials are taking center stage as restaurants reduce environmental impact.

**66%** of consumers are willing to pay more for sustainable packaging, driving innovation in compostable and reusable solutions.

#### 4. Health-Consciousness

Options like low-carb, high-protein meals, and allergen-friendly menus are increasingly prominent.

**47%** of consumers

now seek **"better-for-you" options** when dining, prompting restaurants to adapt their menus.



#### 5. Hyper-Localization

Menu adaptations that reflect local tastes and seasonal ingredients are gaining favor as restaurants aim to connect with regional audiences.

**Hyper-local menu innovations have led to a 15% increase in customer engagement**, especially in regions with distinct cultural preferences.