

Restaurant Consumer Insights

Dining Dynamics in 2024: The Shifting Landscape of Consumer Tastes





Report Summary

Guests visit restaurants less often. Respondents reported using restaurants less frequently across all dining categories in the past month. Quick-service restaurants (QSRs) experienced the smallest decrease in visits, likely because of affordability.

Guests are spending less. Nearly 40% of respondents said they are cutting back on restaurant spending compared to last year, primarily by reducing visits and ordering fewer menu items per visit.

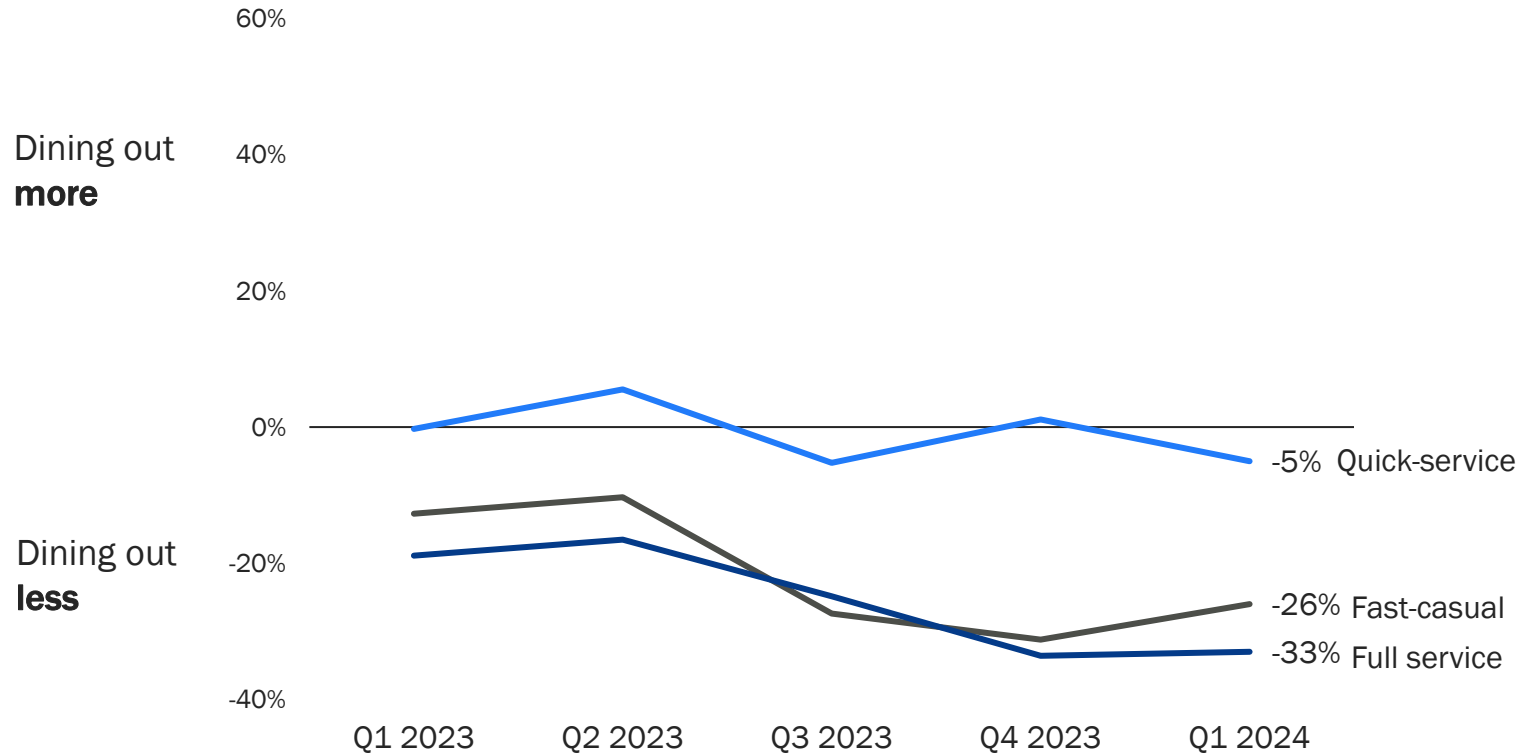
Families represent an opportunity to boost sales. When compared to households without children, families are more likely to order more frequently in greater quantities and choose more expensive restaurants. RMS recommends operators cater to this profitable segment.



Insight One

More respondents are reporting fewer restaurant visits in Q1

In the past month, have you ordered more or less frequently from the following restaurant types?
Share of respondents who are dining 'more' minus those who said 'less'



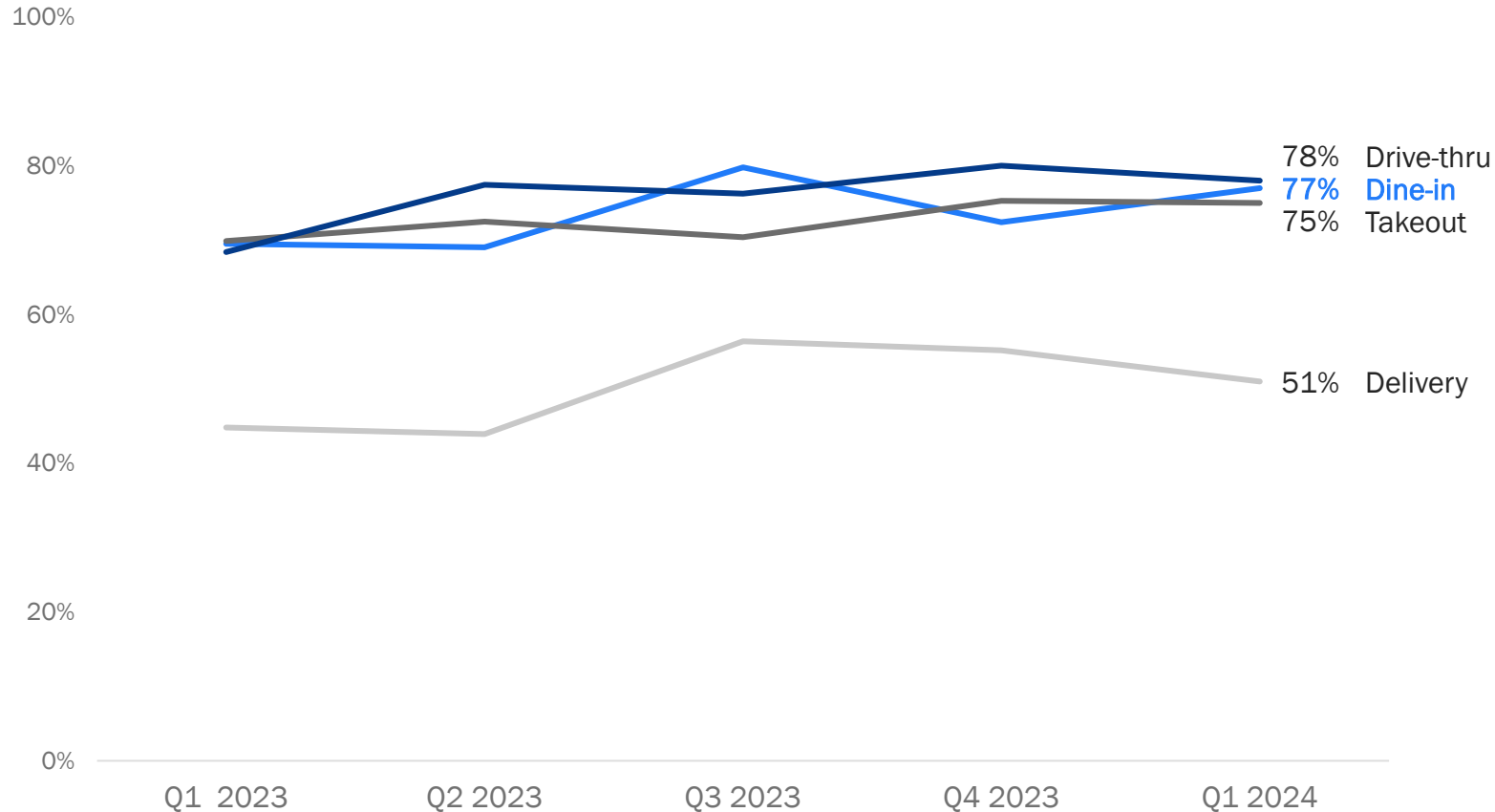
January is typically a time when consumers reduce restaurant visits, but the 2024 trend is more pronounced than in years past.

Quick-service restaurants (QSRs) experienced the smallest reported decline in frequency compared to other dining segments, suggesting guests are looking for affordable options.

Insight Two

Weekly **dine-in** usage increased compared to the previous quarter

Share of respondents reporting at least 1 weekly restaurant visit by revenue center



Q1 2023 n810 | Q2 2023 n1011 | Q3 2023 n566 | Q4 2023 n801 | Q1 2024 n1604



Despite dips in frequency, the majority of respondents reported at least 1 weekly restaurant visit in every revenue channel.

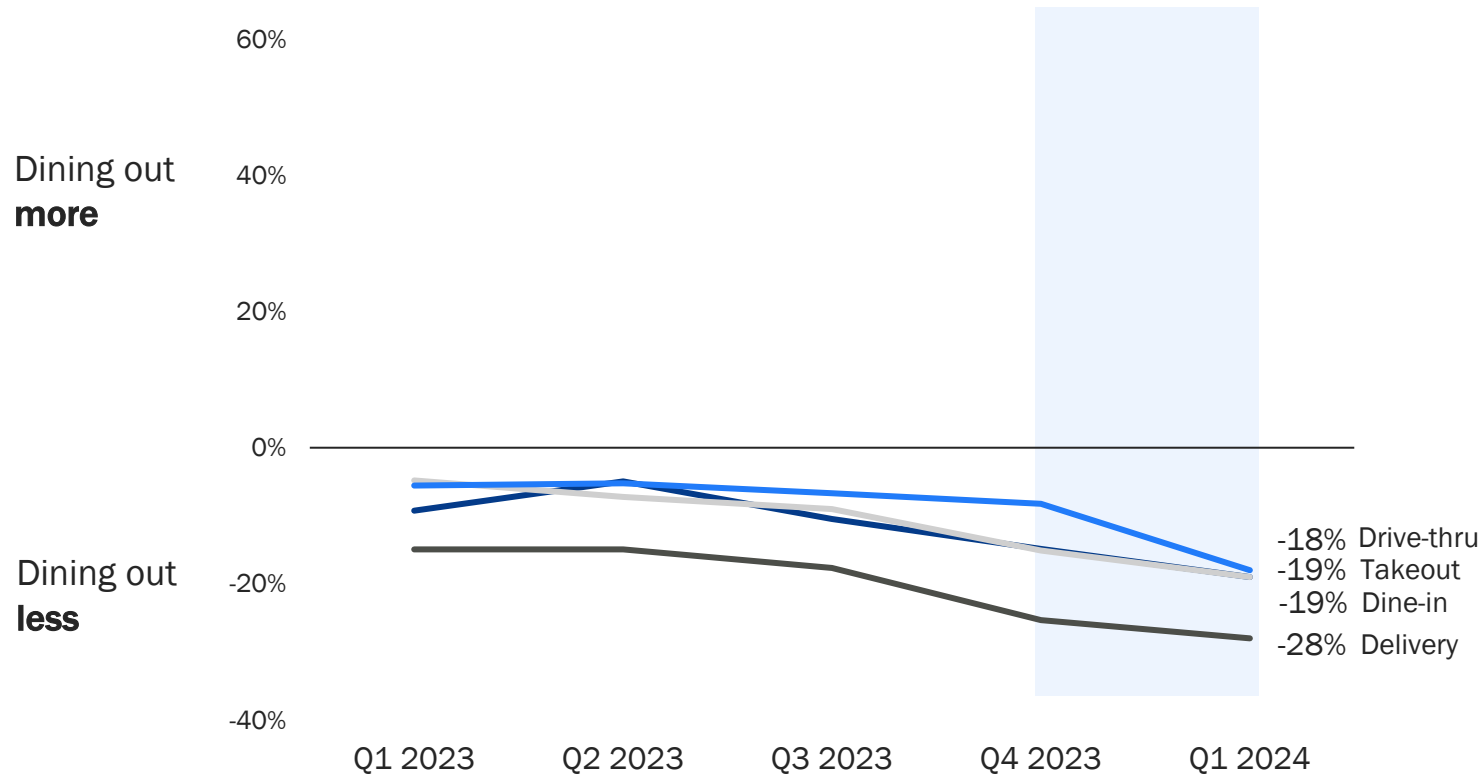
Drive-thru and dine-in usage increased, while takeout remained stable. Delivery declined, although 1 in 2 respondents reported at least one weekly visit.



Insight Three

Going forward, all revenue channels could see further decreases

Going forward, how often do you plan to order from the following revenue centers?
Share of respondents who are going 'more' minus those who said 'less'



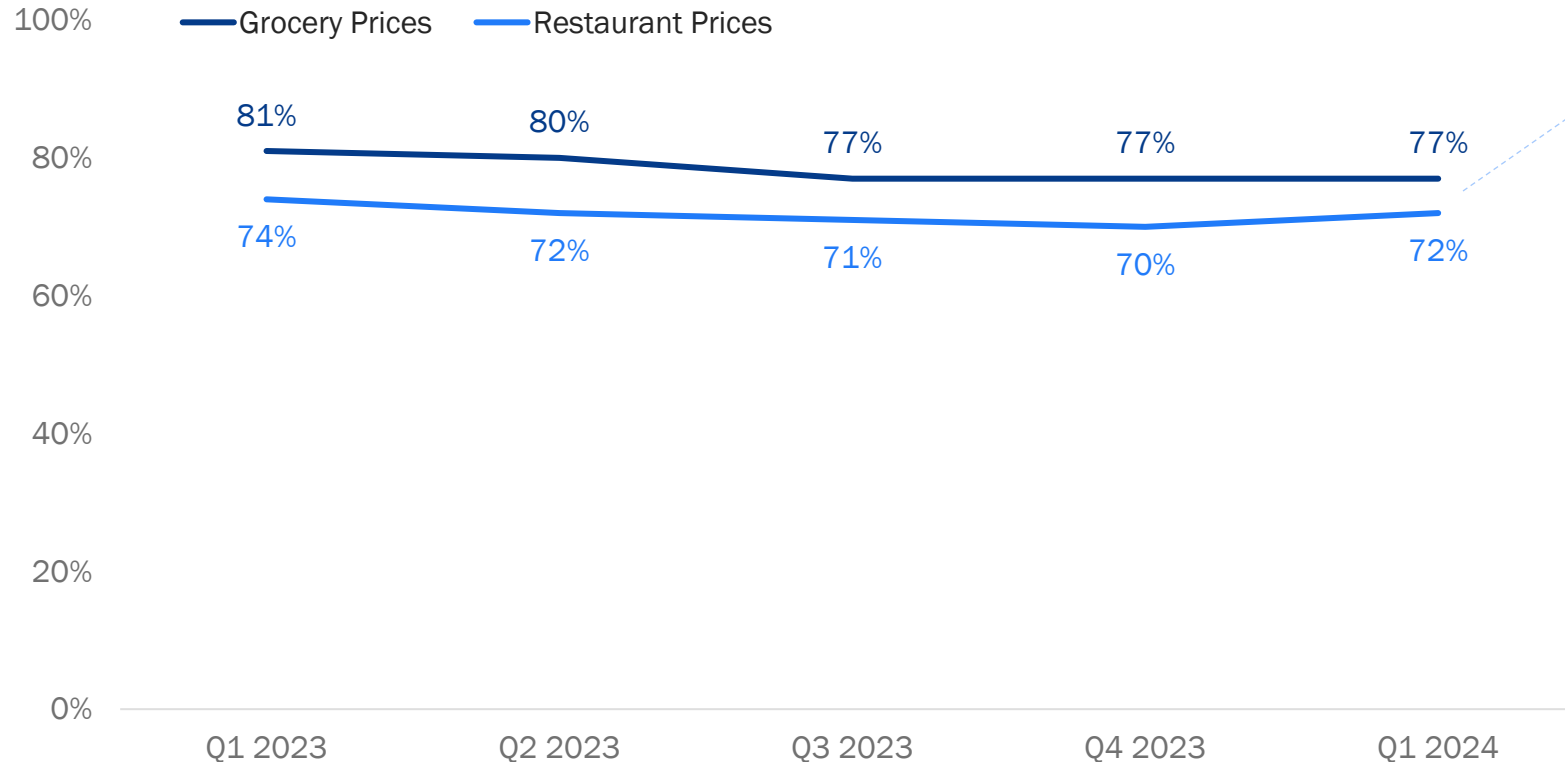
Overall, intentions for future dining declined across all restaurant channels.

Respondents were least likely to increase delivery orders – 38% said they would use the channel less, and just 11% plan to order delivery more.

Insight Four

Almost **3 in 4** respondents believe they are paying higher **restaurant prices**

Share of respondents who feel restaurant and grocery prices are 'higher' or 'much higher' than a month ago



Perceptions of Food Away from Home and Food at Home prices remain relatively stable as we enter 2024.

77% still believe they are paying higher grocery prices.

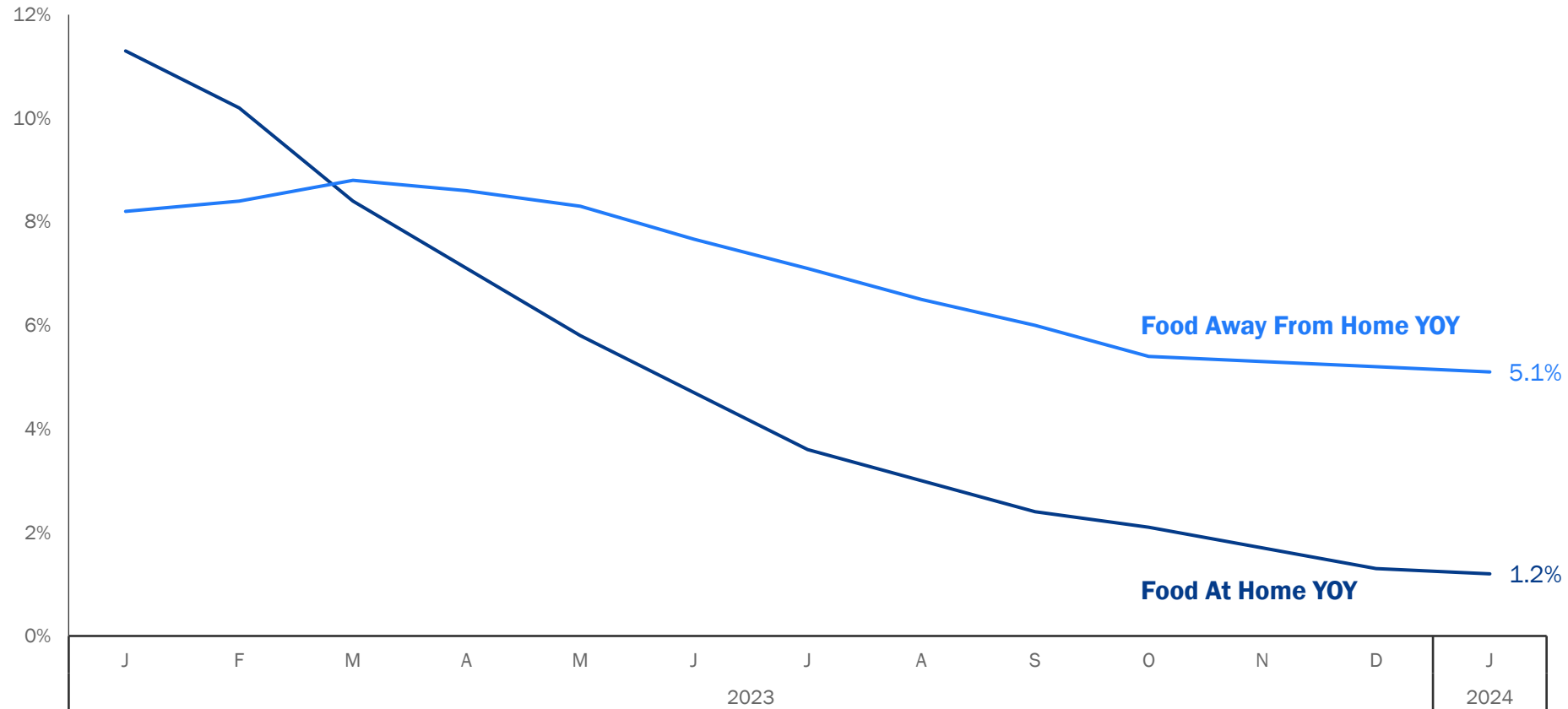




Insight Four Cont.

In reality, the gap between Food Away from Home (FAFH) and Food At Home (FAH) prices continues to widen

Food Away from Home (FAFH) and Food At Home (FAH) Consumer Price Changes YOY

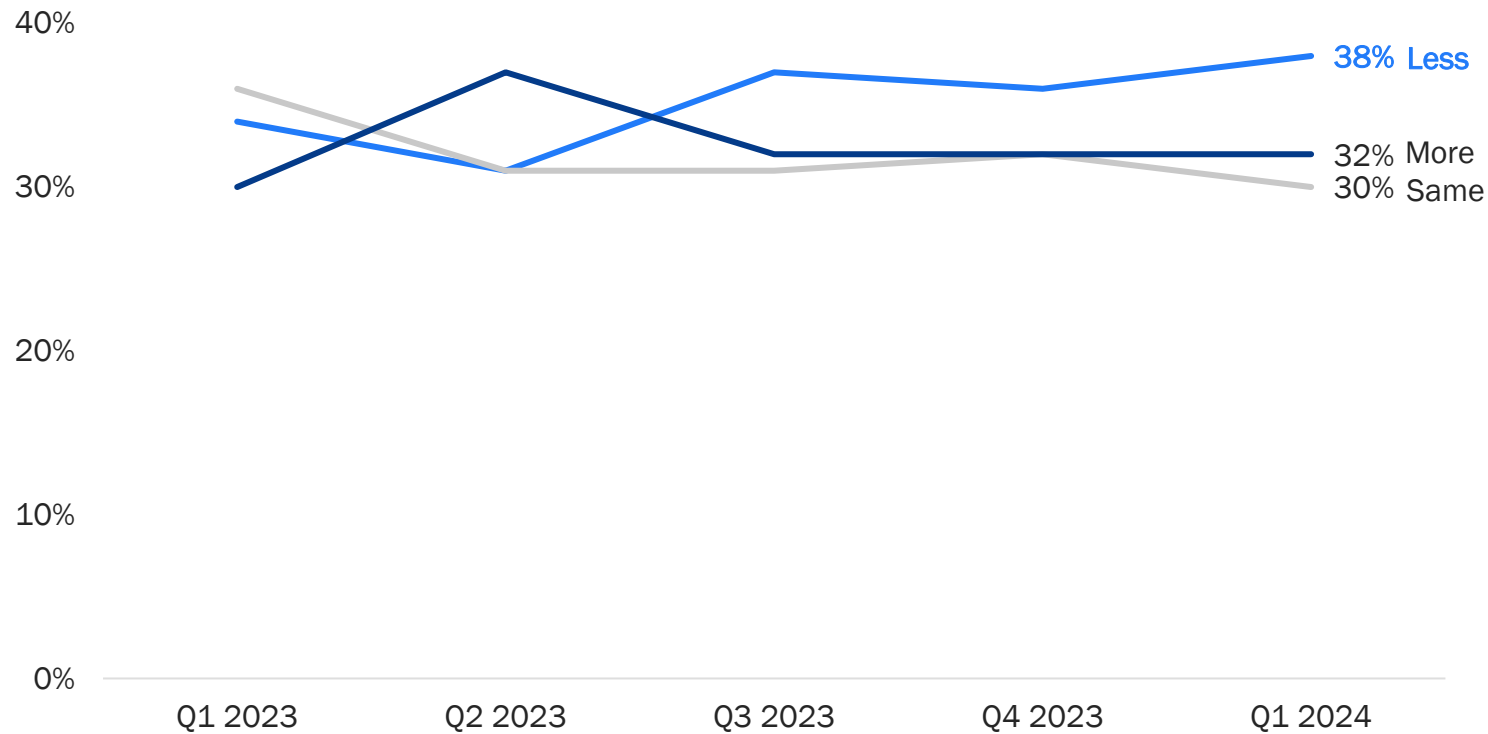


Source: U.S. Bureau of Labor Statistics (<https://www.bls.gov/data/>)
USDA Economic Research Service (<https://www.ers.usda.gov/data-products/food-price-outlook.aspx>)

Insight Five

Almost **2 in 5** report **spending less** disposable income on restaurants

Compared to last year, the share of disposable income I spend on restaurants is ...



Q1 2023 n810 | Q2 2023 n1011 | Q3 2023 n566 | Q4 2023 n801 | Q1 2024 n1604

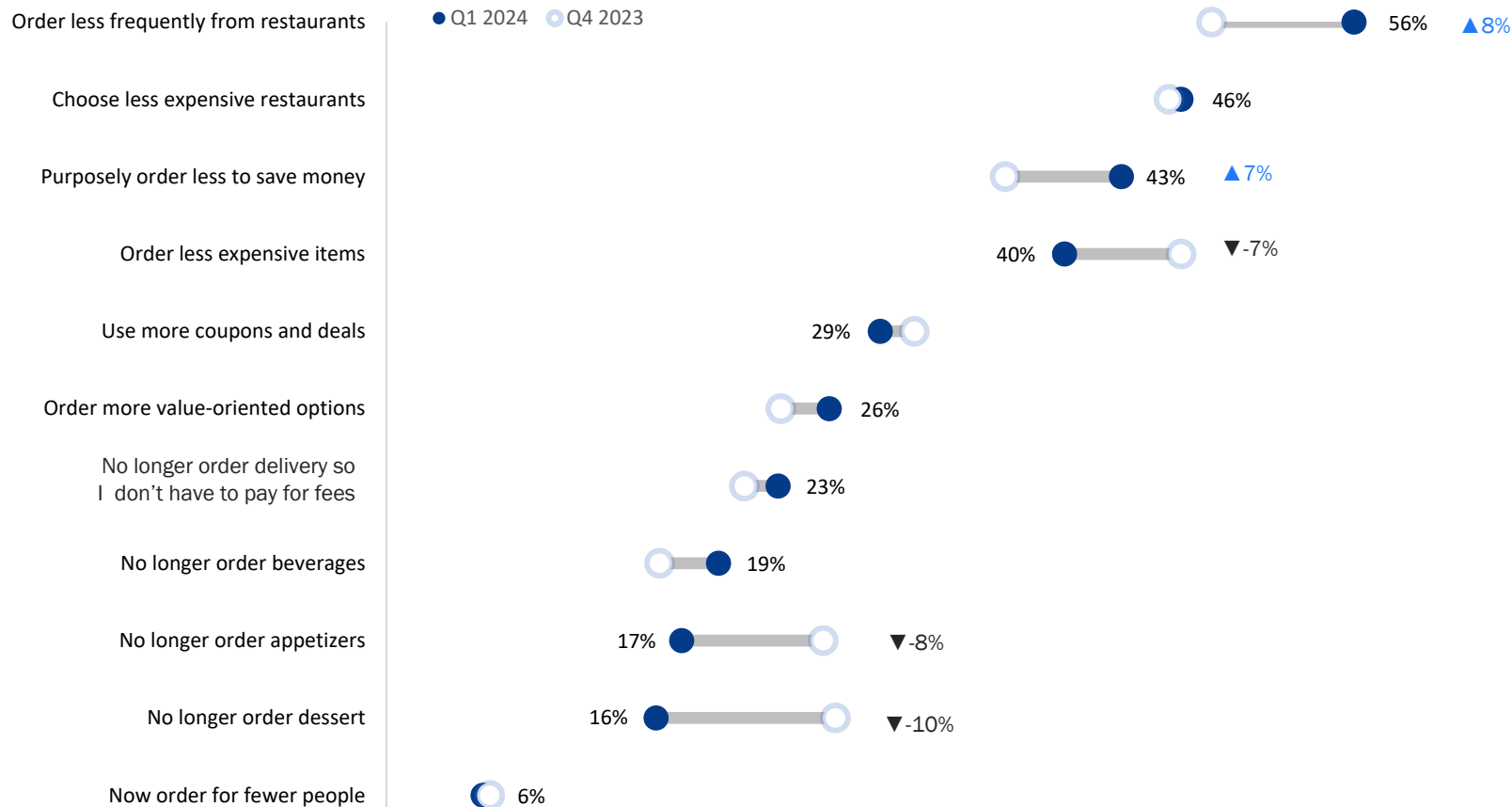




Insight Six

Compared to Q4 2023, customers who spend less dined out less frequently and ordered fewer items

How are you **spending less** at restaurants? Response rate and change from Q4 2023



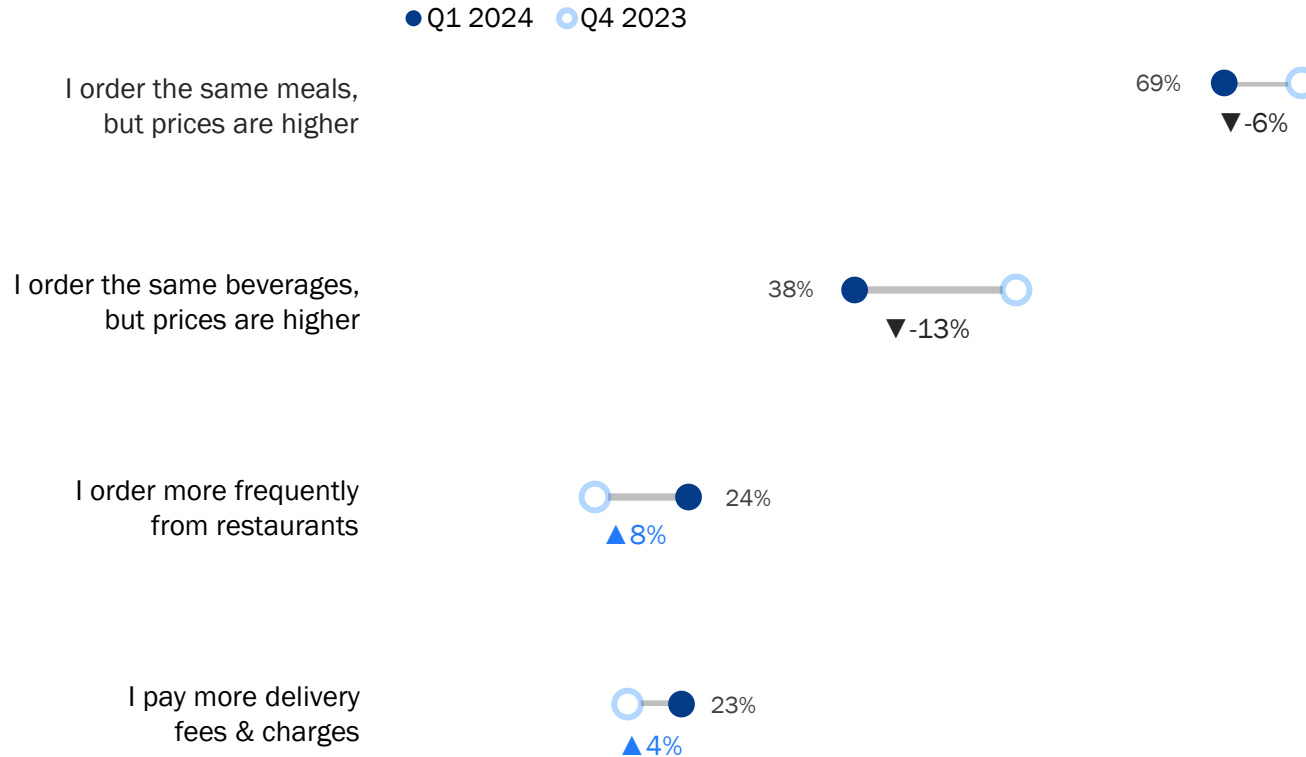
Almost 1 in 2 of those “spending less” opt for more affordable restaurants, in line with last quarter.

On a positive note, the percentage of respondents ordering less expensive items and skipping appetizers or desserts decreased by 7%, 8%, and 10%, respectively.

Insight Six

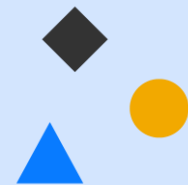
Respondents who increased restaurant spending this quarter **ordered more frequently** and spent more on **delivery**

How are you **spending more** at restaurants? Response rate and change from Q4 2023





How do dining habits vary between households with children and those without?



Family households are strong restaurant advocates



Households With Children

64% reported at least **one weekly delivery order** in the past month, and **26%** get delivery at least **3 times a week**.

41% reported **spending more on restaurants** compared to last year.



Households Without Children

58% did not use **delivery** during the average week in the past month.

Only **28%** said they spend more of their disposable income on restaurants compared to last year.



Among those **spending more** at restaurants, **families** represent a **significant opportunity** for **increased sales**

When asked how they are spending more at restaurants respondents reported:



Households With Children



Households Without Children

33%

Spend more on delivery fees & charges

17%

31%

Order more frequently from restaurants

19%

23%

Order for more people

9%

20%

Order appetizers more often

9%

17%

Order more to have leftovers

11%

14%

Choose more expensive restaurants

4%



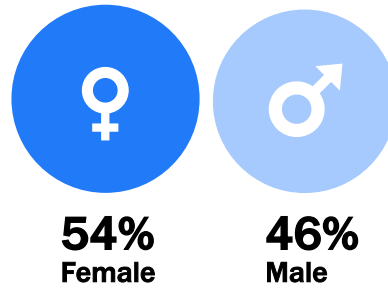
Respondent Breakdown



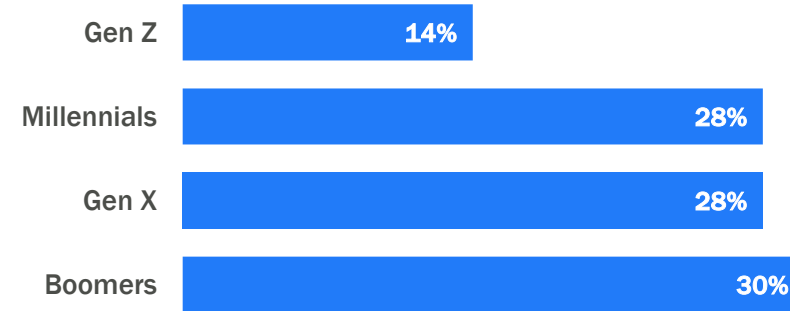
About the survey

RMS surveyed 1,604 people in the United States from Jan. 31–Feb. 5, 2024.

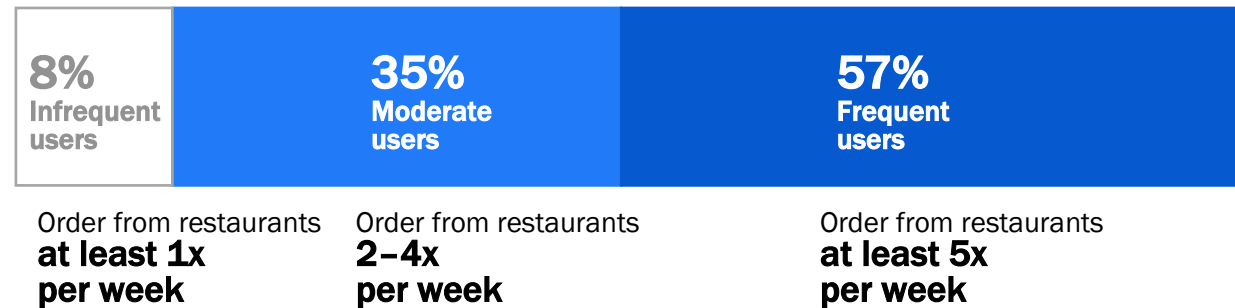
Gender



Generation



Restaurant usage

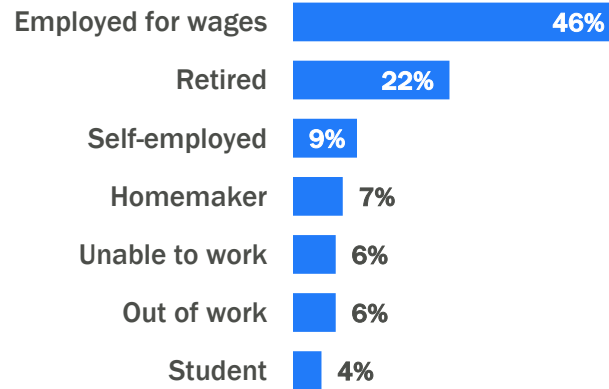




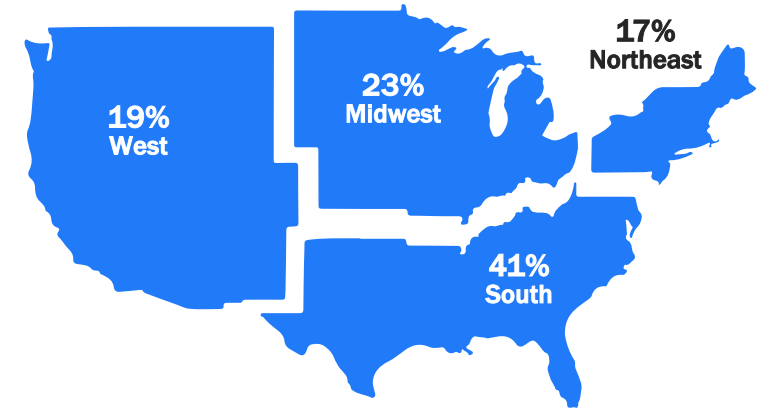
Respondent breakdown

RMS surveyed 1,604 people in the United States from Jan. 31–Feb. 5, 2024.

Employment status

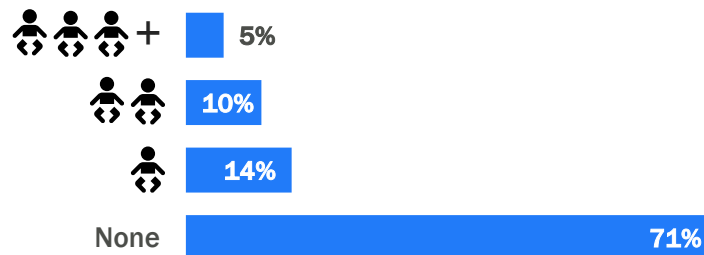


Region

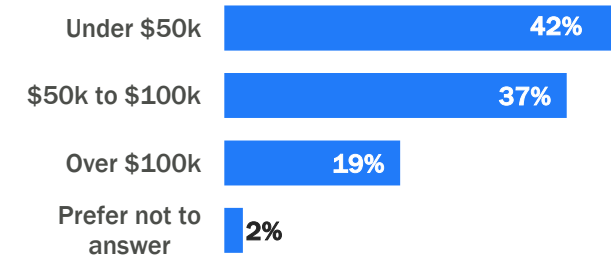


Children

Under the age of 16 in the household



Household Income





Increasing margins for food service and hospitality companies for more than 25 years.

We help executives and finance professionals in the restaurant industry address profitability challenges. Our data-driven approach to optimizing sales, menus and financial health helps iconic brands and upcoming concepts in more than 40 countries. We currently count more than 100,000 restaurants as clients.

A large '25' where the '2' is orange and the '5' is grey, with 'YEARS' in a smaller grey font below the '5'.

25
YEARS

Do more with your data. Partner with us today.

Visit revenuemanage.com

Email us at info@revenuemanage.com

Or call any of our five offices across the globe.

We are ready to help.

North America:	+1 813 277-0034
Europe/London:	+44 (0) 20 3948 1871
Europe/Paris:	+33 (0) 1-80-96 47-00
Asia/Singapore:	+65 6807 0650
Asia/Tokyo:	+81 (03) 5326-3022

