

2024 Foodservice Trends



You can't give the people what they want unless you know what they want. Whether you're looking for a new limited-time offering to reward your loyal customers or seeking to grow your customer base by expanding your menu offerings, here are some foodservice trends to keep in mind.



Here for the Snacks

Out-of-home snacking is trending, and while classic snacks still attract, customers are looking for innovation, too.

25%

of consumers snack several times a week from foodservice locations¹.

53%

of consumers reported ordering fries as a snack from a foodservice location¹.

50%

of consumers agree that snacks are a good opportunity to try new flavors¹.



Flavor is King

Your customers' palates are expanding. Make sure your menu is keeping up.

43%

of consumers (52% of 18-34 year olds) are more likely to try new/unique flavors now than 3 years ago².

40%

of consumers (47% of 18-34 year olds) are more likely to visit a restaurant that offers new or innovative flavors².

33%

of consumers (44% of 18-34 year olds) are willing to spend more on a restaurant meal that features new/unique flavors².

But while some consumers are hungry for new flavors, plenty are still craving nostalgia.

40%

of consumers (51% of 18- to 34-year-olds, up from 43% in 2021) would like restaurants to offer more nostalgic items or flavors².



¹ Mintel, Snacking in Foodservice US, 2024

² Technomic 2023 Flavor Consumer Trend Report

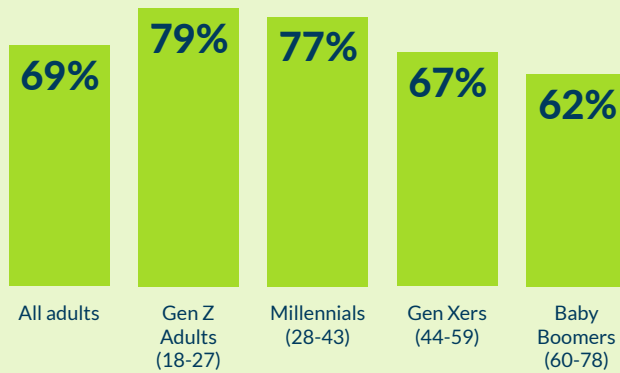
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Top of Mind? Sustainability

Showing your consumers that you invest in sustainable sourcing and making the most of every ingredient could tip the scale in your operation's favor.

Percent of consumer who say they'd likely order food that was grown or raised in an organic or environmentally friendly way³.



83%

of consumers say **reducing food waste/food loss reduction** is an important sustainability issue to them personally⁴.



Don't Try This At Home

Creating a memorable dish your customers crave will keep them coming back, whether they're eating it at your table or theirs.

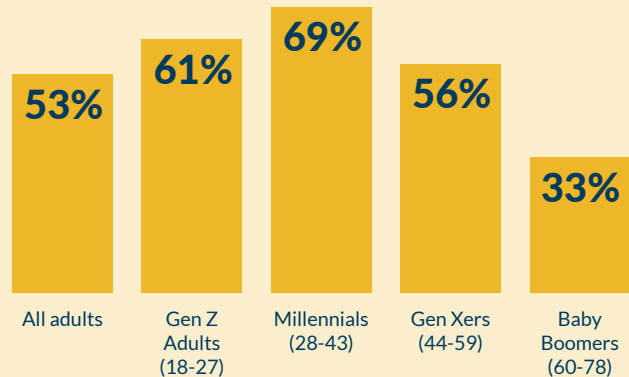
82%

of consumers feel that **restaurants allow them to enjoy a favorite meal that has flavor and taste sensations they can't easily replicate at home**³.

In fact,
more than half

of consumers say they're more likely than they used to be to **supplement home cooked meals with restaurant-prepared items—such as a main dish, side, or dessert**³.

Percent of consumers who say they're more likely than they used to be to **incorporate restaurant-prepared items into their home-prepared meals**³.



³ National Restaurant Association, 2024 State of the Industry

⁴ Technomic 2022 Corporate Social Responsibility & Sustainability Multi Client Study