

Full Service Restaurants - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"FSRs (full service restaurants) continue to experience sales growth and set the trends that influence the entire restaurant industry as well as retail food."
- Caleb Bryant, Senior Foodservice Analyst

This report looks at the following areas:

- Casual dining chain visitation is flat
- A sense of sameness is unappealing to certain consumers

However, while the market as a whole is growing, many individual FSRs, especially mainstream casual dining chains, are facing sales losses. Market saturation and changes in consumer dining preferences are causing many FSR chains to focus on improvements or new business strategies.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Casual dining chain visitation is flat

Figure 1: Changes in casual dining chain visitation, among segment visitors, November 2017

A sense of sameness is unappealing to certain consumers

Figure 2: Casual dining chain attitudes, by FSR segment visitors, November 2017

The opportunities

Get midscale customers to "trade up"

Figure 3: Ideal casual dining restaurant chain occasions, by FSR segment visitors, November 2017

Takeout services appeal to parents

Figure 4: FSR behaviors, by parental status and age, November 2017

Casual dining chain enthusiasts respond to value

Figure 5: Casual dining chain attitudes, by changes in casual dining chain visitation, November 2017

What it means

The Market – What You Need to Know

FSRs maintain moderate growth

Market saturation makes standing out even harder

Largest FSRs experience declines

Market Size and Forecast

FSRs experience moderate growth

Figure 6: Total US revenues and fan chart forecast of full service restaurants, at current prices, 2012-22

Figure 7: Total US revenues and fan chart forecast of full service restaurants, at current prices, 2012-22

Market Breakdown

Over half of the largest FSR chains experienced falling sales or no growth

Figure 8: Share of top 100 restaurant chain sales, 2016

Figure 9: Change in sales of top casual and family/midscale chains from one year prior

Market Perspective

LSR growth outpacing FSRs

Figure 10: Total revenues for restaurants and other eating places, by segment share, at current prices, 2015-22

Supermarkets become dining destinations

Figure 11: Grocer concept interest, August 2017

Co-op Cuisine benefits LSRs over FSRs

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Market Factors

Overexpansion squeezes the market

On-premise alcohol consumption falls

Figure 12: Total on-premise alcohol consumption, litres per capita, 2010-20

No room for the middle?

Restaurants face labor shortage

Key Players – What You Need to Know

FSRs target at-home occasions

Casual dining chains return to the basics

FSRs open all day and rely on social media

What's Working?

Restaurants bet on off-site sales

Figure 13: Red Robin email, December 29, 2017

Figure 14: Chili's email, December 31st, 2017

Dinertainment restaurants rise above the rest

Darden maintains growth while competitors falter

2017: The Year of the Casual Dining Reset

Mainstream casual dining struggles; companies hit reset

Applebee's

Chili's

TGI Friday's

Buffalo Wild Wings

Golden Corral

Rebranding and redesign underway at Tony Roma's, Tilted Kilt, and Beef O' Brady's

What's Next?

Where's the beef?

Booze to you

Figure 15: TGI Friday's alcohol delivery

Mighty mocktails

Figure 16: Mocktail examples at fine dining restaurants

FSRs open up for all-day dining

Smarter restaurant choice from social media

Focus on social media-worthy alcoholic drinks

Figure 17: TGI Friday's Email, December 15, 2017

Fine dining menu trends

Fine dining Asian cuisine experiences strong growth

Cakes get savory

Figure 18: Savory cake/cheesecake examples at fine dining restaurants

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Fine dining sauces can expand to other segments and retail
Chefs substitute veggies for meat

The Consumer – What You Need to Know

Midscale/casual dining chains experience stagnant net visitation
Ambivalence is hurting the casual dining chain market
A value-centric approach may save a struggling brand
Coupons shouldn't be underestimated

Changes in FSR Visitation

Casual dining chains are the second-most visited restaurant type
Figure 19: Restaurant visitation, November 2017

Most midscale diners also visit casual dining chains
Figure 20: FSR segment cross visitation, November 2017

Independents experience highest net growth
Figure 21: Changes in restaurant visitation, among segment visitors, November 2017

FSR visitation varies by demographics
Figure 22: Changes in restaurant visitation, among segment visitors, by select demos, November 2017
Figure 23: Changes in restaurant visitation, among segment visitors, by socioeconomic status, November 2017

Reasons for Visiting Casual Dining Chains Less

Price remains the strongest prohibitor
Figure 24: Reasons for visiting casual dining chains less, coded qualitative responses, top 10, November 2017

Ideal Casual Dining Restaurant Chain Occasions

Ideal occasions revolve around friends/family
Figure 25: Ideal casual dining restaurant chain occasions, November 2017

Target midscale diners
Figure 26: Ideal casual dining restaurant chain occasions, by FSR segment visitors, November 2017

Possible opportunity for sports-based promotions
Figure 27: Ideal casual dining restaurant chain occasions, by changes in casual dining chain visitation, November 2017
Figure 28: Applebee's email, January 8, 2018

Upper status consumers are an elusive group
Figure 29: Ideal casual dining restaurant chain occasions, by socioeconomic status, November 2017

Casual Dining Chain Attitudes

Casual dining chains excel at family friendly, value-oriented meals
Figure 30: Casual dining chain attitudes, November 2017

Black consumers represent a key consumer group
Figure 31: Casual dining chain attitudes, by race/ethnicity, November 2017

A formulaic dining experience fails to connect with independent/fine dining customers
Figure 32: Casual dining chain attitudes, by FSR segment visitors, November 2017
Figure 33: CHAID analysis – Casual dining chain attitudes, November 2017

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Value may be driving increased visitation

Figure 34: Casual dining chain attitudes, by changes in casual dining chain visitation, November 2017

Casual Dining Chain Visitation Motivators

What's the deal with deals?

Figure 35: Casual dining chain visitation motivators, November 2017

Seasonal/shareable items may attract a younger clientele

Figure 36: Casual dining chain visitation motivators, by generation, November 2017

Everyday value may appeal to midscale diners

Figure 37: Casual dining chain visitation motivators, by FSR segment visitors, November 2017

FSR Behaviors

Don't disregard coupons

Figure 38: Chili's email, December 18, 2017

Figure 39: FSR behaviors, November 2017

Delivery usage highest among young consumers

Figure 40: FSR behaviors, by age, November 2017

Pick-up programs appeal to parents

Figure 41: FSR behaviors, by parental status and age, November 2017

Fine dining customers may be most open to restaurant tech

Figure 42: FSR behaviors, by FSR segment visitors, November 2017

FSR Segment Associations

Consistency is a double-edged sword for casual dining chains

Figure 43: FSR associations, November 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Mintel Menu Insights

ePerformance

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 44: Total US revenues and forecast for full service restaurants, at inflation-adjusted prices, 2012-22

Appendix – The Consumer

CHAID Methodology

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FSR segment visitors' demographic profiles

Figure 45: FSR segment visitors demographic profiles

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