

Industry Insights

A roundup of noteworthy foodservice findings
for the week of Sept. 16, 2024

Image Source: Shutterstock



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Ignite Company

Home2 Suites paces fastest-growing hotel brands

Extended-stay concept Home2 Suites added nearly 50 new locations to its domestic footprint over the last year, achieving the most net openings of any hotel chain. The Hilton-owned brand finished 2023 with 595 U.S. hotels and has opened more than 200 new locations since 2019.

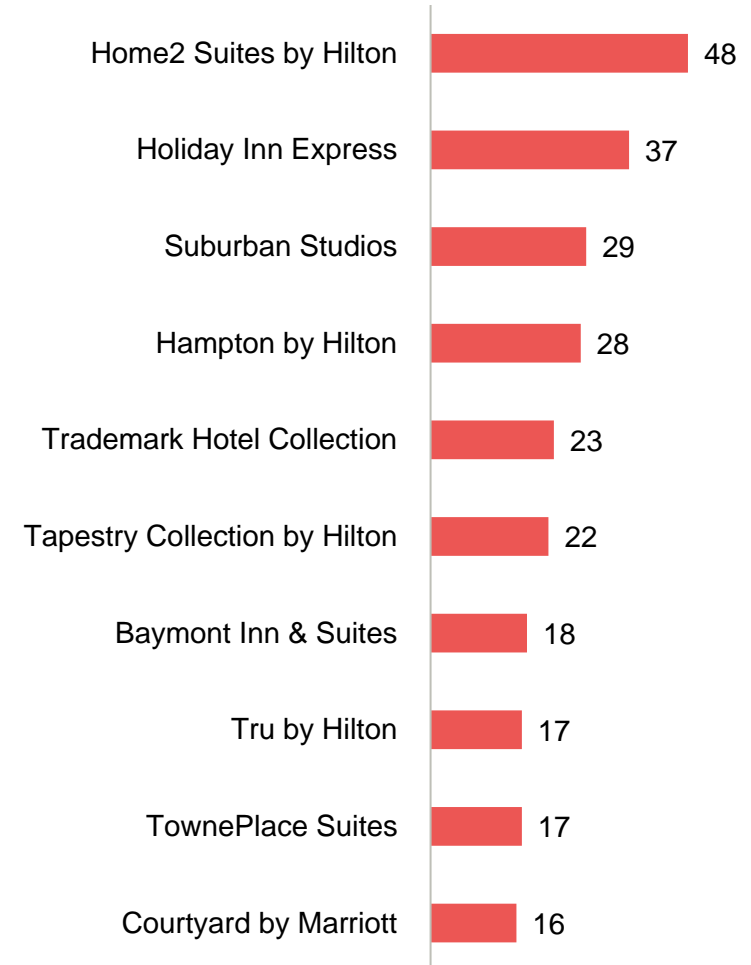
Holiday Inn Express expanded by 37 net new locations over the last year, adding to its lead as the largest U.S. hotel chain with over 2,500 total locations.

Head to Ignite Company to access additional sizing and performance intelligence for the largest hotel chains across the U.S.

[Ignite Company clients: Click here for more](#)

Source: Technomic Ignite Company

FASTEST-GROWING U.S. HOTEL CHAINS
NET OPENINGS VS. PRIOR YEAR



Ignite Menu

What's trending among new menu items?

Technomic's recently published *Core Menu Addition Trends* report delves into the details of new items added to U.S. menus in Q2 2024. The chart on the right breaks these new items down by mealpart, with adult beverages taking up the largest share. Full-service restaurants added the most new items in Q2, with 78% of the new items coming from FSRs.

Here are some of the trends that emerged from the past quarter's new menu items.

Appetizers

- Stinging nettle
- Floral vinaigrettes

Entrees

- Pesto burgers
- Sandwiches with gochujang

Desserts

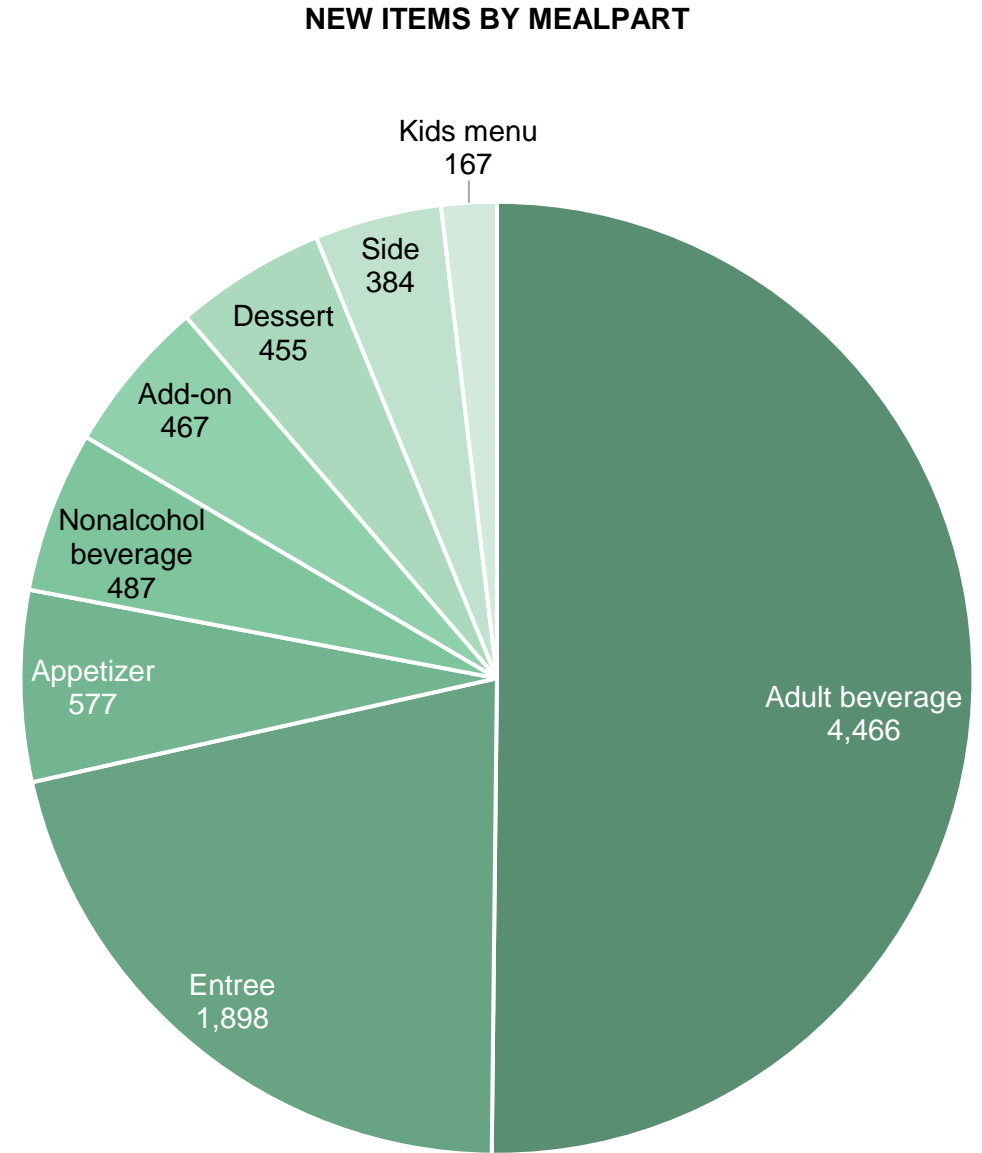
- Confetti cakes
- Strawberry cookies

Nonalcohol Beverages

- Sex on the beach mocktails
- Watermelon lemonade

Adult Beverages

- Pineapple spritzers
- Blueberry craft beers



[Ignite Menu clients: Click here for more](#)

Source: Technomic Ignite Menu, Q2 2024

Ignite Consumer

Millennials are increasingly looking to dine out

Restaurant occasions for millennials are up across all dayparts compared to two years ago. This generational cohort has the highest restaurant patronage among all generations. This is especially prevalent for younger millennials (ages 32-39), who are more likely to dine out than their older counterparts (ages 40-47), who may be moving toward a more settled life stage.

Nearly half (49%) are looking to spend their discretionary income on dining out, making this generation primed for restaurant occasions. Millennials'

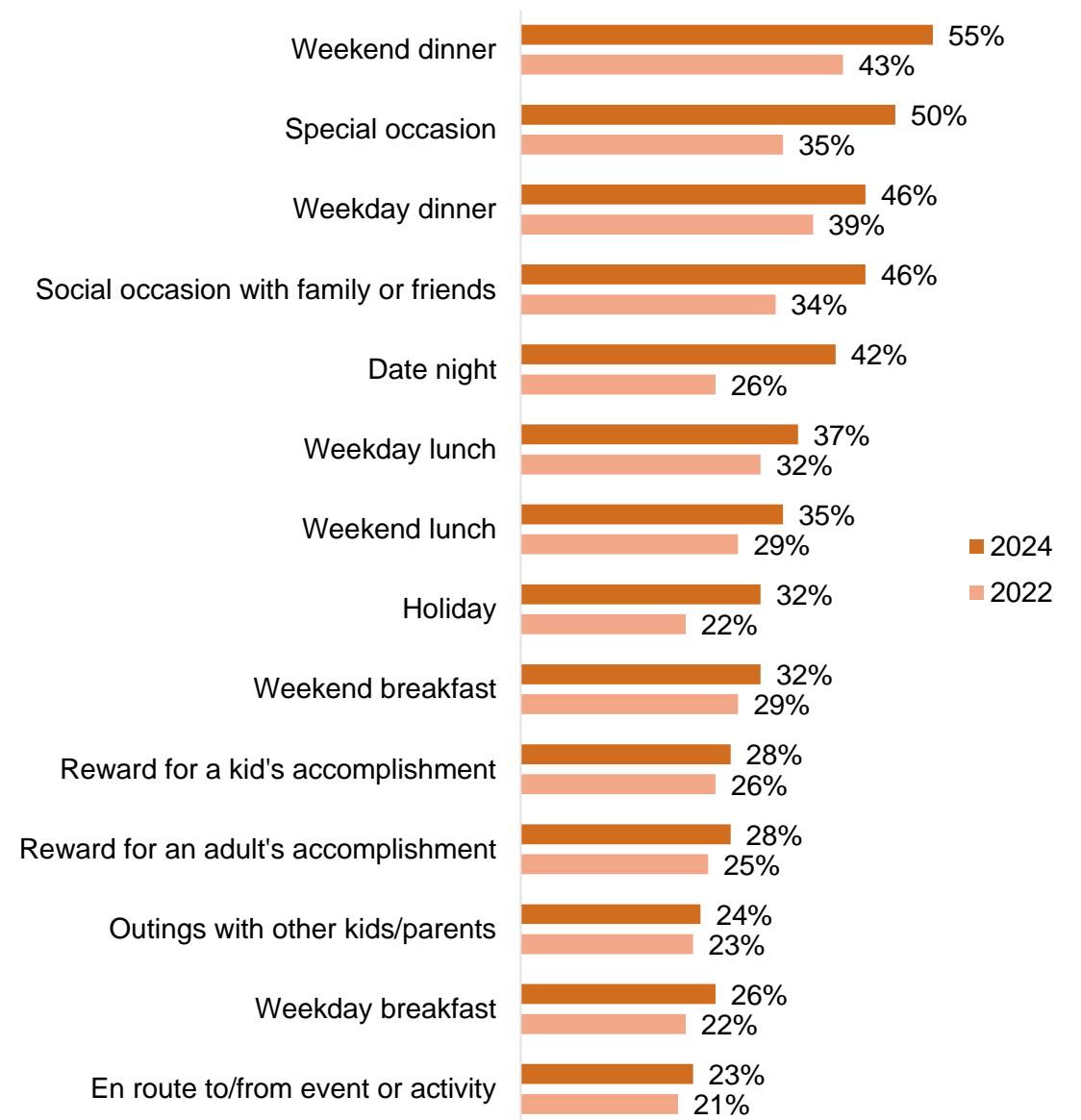
current life stage and stronger financial footing may be contributing to their increased foodservice usage. When considering foodservice locations, they typically prioritize taste, fresh ingredients and variety.

As they are more likely to be influenced by social media, operators need to focus on digital campaigns that include testimonials and/or influencers to assist in drawing in these consumers. Promotions should highlight freshness and variety as these attributes are more likely to appeal to this generation.

[Ignite Consumer clients: Click here for more](#)

Base: 469 (2022) and 390 (2024) millennial consumers
Source: Technomic Ignite Consumer featuring Technomic 2024 Generational Differences Consumer Trend Report

MILLENNIAL RESTAURANT OCCASIONS



Global Foodservice Navigator

Daypart and mealpart development in Asia

Technomic tracks menu activity in nine key markets in East and Southeast Asia as part of its Global Foodservice Navigator Program. Below are highlights of how items in different dayparts and mealparts have evolved in this region over the last two years.

Dayparts have remained relatively stable in this region. In 2022, all-day and lunch/dinner items made up 47% and 50% of all new items, respectively, with breakfast making up the remainder. In 2023, all-day and lunch/dinner items each constituted about half of all items as breakfast menu development continued to be outpaced by other dayparts. As before, Japan and South Korea were notable

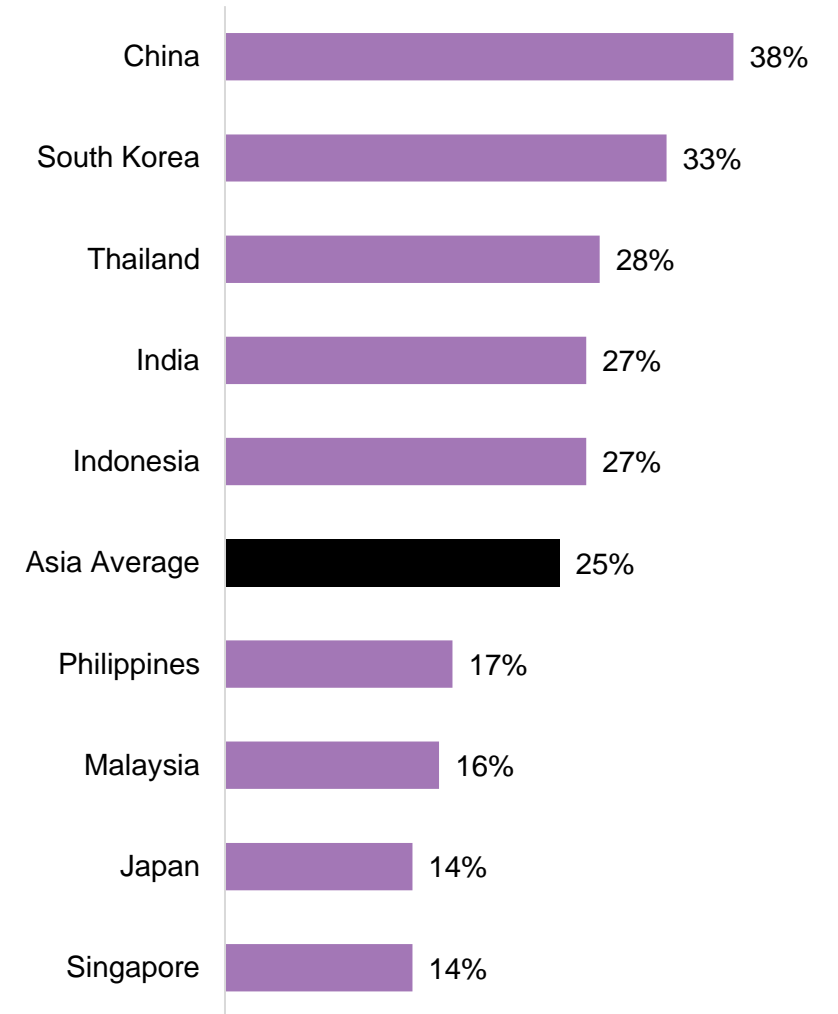
outliers, with 70% of new items in Japan sold at lunch and dinner, and two-thirds of all South Korea offerings available all day.

While entrees and desserts made up a respective 35% and 29% of all new items, sides and snacks slightly decreased from 10% to 7% and nonalcohol beverages grew to represent a quarter of all new items. This was especially pronounced in South Korea and China, where they made up at least a third—and in China's case, 40%—of new items. In Japan, entrees dominated at 60% of new items, while Singapore noticeably overindexed for sides and snacks at 11%.

[Global Navigator clients: Click here for more](#)

Source: Technomic Global Foodservice Navigator Program

NONALCOHOL BEVERAGES AS % OF ALL NEW & LTO ITEMS IN 2023



Consumer Trend Reports

Beverage consumption is up overall

Compared to 2021, beverage consumption is on the rise with consumers drinking more beverages per week. Not only did the average beverages purchased from foodservice per week increase, but 60% of consumers state that they now purchase six or more beverages a week.

When breaking the industry down into segments, beverage usage is up within coffee cafes, c-store and family-style restaurants. In fact, when consumers were asked for their favorite place to

purchase a beverage, many c-stores, as well as local/independent restaurants, were among the top 15 responses. Given these segment increases, consumers are leaning into beverage-only occasions, with some top drivers being cravings, energy boosts and a snack.

Get more data-driven insights on the retail foodservice space, including consumer attitudes, behaviors and perspectives with the *Beverage Consumer Trend Report*.

[Learn more about Consumer Trend Reports](#)

Source: Technomic 2024 Beverage Consumer Trend Report
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312-876-0004
info@technomic.com
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