

EATING OUT TRENDS

THE CONSUMER BEHAVIORS RESHAPING THE FOOD AND BEVERAGE INDUSTRY

84%

of consumers said they have changed their habits when eating out in the past year

Consumers are trying to make smarter choices but also want to experience new tastes and cuisines when eating out. Here are the **TOP SEVEN** ways consumers are altering their dining habits.

What consumers are doing **MORE OFTEN** than before:

Try to SPEND LESS when eating out

45%



44% Millennials 44% Gen X

46%Roomers

Order HEALTHIER options





39% Millennials **39%**Gen X

46%

AVOID sugar-added beverages



35% Millennials **29%**Gen X

38%

34%



Eat out LESS FREQUENTLY

33% Millennials 35% Gen X 35% Boomers

Try NEW FLAVORS AND STYLES of food

31%



42% Millennials

24% Gen X

26%Boomers

Choose FRESHEST, COOKED-TO-ORDER menu items

25%



26%

22%

26% Boomers

Explore more GLOBAL OR ETHNIC types of food

18%



28% Millennials **12%**Gen X

13%Boomers

Consumers face a constant balancing act between selecting food that is fresh and healthy versus food that is tempting and exciting.

Source: Diners' Changing Behaviors. Wellness, Sustainability and Where to Eat 2015 report, The Hartman Group

