

Restaurant Decision Making Process - US - October 2018

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"Restaurant industry sales are expected to grow in coming years as positive economic conditions spur increased consumer spending on AFH (away from home) dining."
 – **Hannah Spencer, Foodservice Analyst**

This report looks at the following areas:

However, with consumers having more choices of where to dine, restaurants must emphasize convenience to capture dining dollars. In addition, operators must offer more than quality food, including an enticing dining experience and ambience to encourage on-premise dining.

- **Competition for prepared meals is high**
- **FSRs experience slowed growth**

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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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