

DATASSENTIAL

2024

MID YEAR TRENDS

REPORT PREVIEW



Overview

IN THIS PREVIEW

The 2024 Midyear Trends report from Datassential showcases some winning dishes and drinks on menus today, growing trends and flavors, an overview of critical industry issues and key consumer insights, and a peek at what's ahead in the world of food and beverage for 2025. This preview offers highlights of some of the valuable operator insights and menu winners contained in the report, as well as a look at a growing niche market for foodservice professionals to keep their eyes on.

METHODOLOGY

- The data populating this report was fielded in online surveys in May 2024
- More than U.S. 1,500 consumers were surveyed overall
- 400 U.S. foodservice operators were surveyed via the Datassential panel
- Participating consumers included 750 men and 740 women; specific generations were made up of 255 Gen Z, 492 Millennials, 396 Gen X, and 358 Boomers.

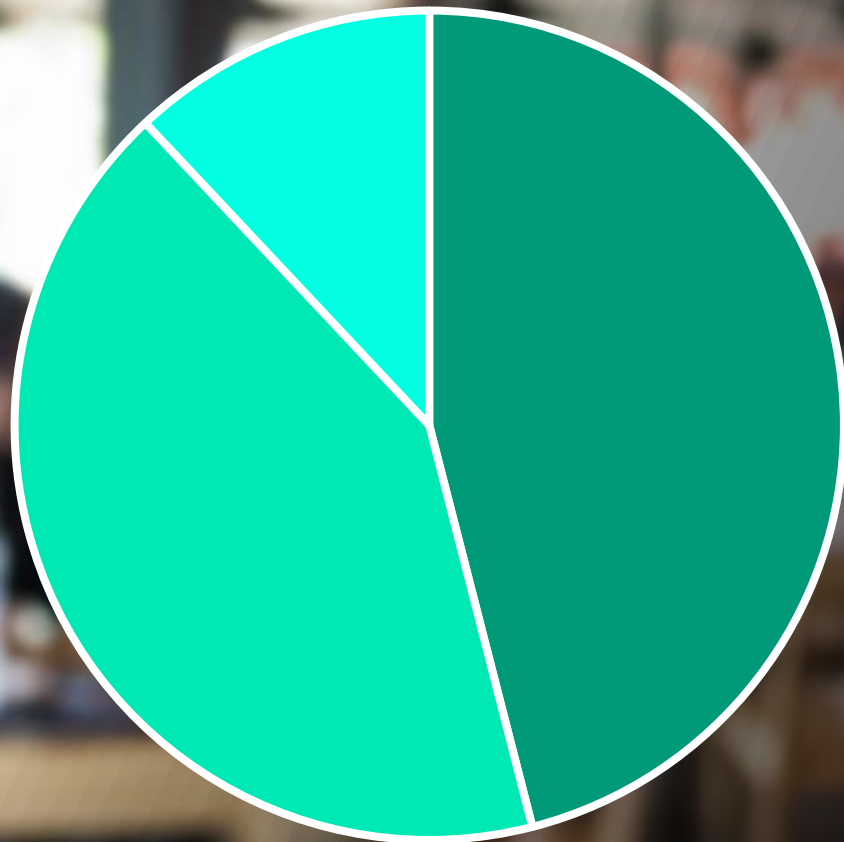
ABOUT THE FULL MIDYEAR TRENDS REPORT

Datassential subscribers get access to the full 2024 Midyear Trends report, which includes everything that foodservice professionals need to know now and in the year ahead. Want to know all the foods, flavors and beverages that are most resonating with consumers? How consumers and operators feel about current and future industry trends, including price increases and ingredient shortages? What about growing health trends, from sugar substitutes to the sober-curious movement? Answers to these questions and many more await you in this comprehensive report.



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12%
DECREASED



42%
STAYED
THE SAME

46%
INCREASED

OPERATOR INSIGHT

ALMOST HALF OF OPERATORS OVERALL NOTICED IN-PERSON DINING INCREASE OVER THE PAST YEAR

This indicates that post-pandemic, in-person dining is continuing to ramp up and return. Looking at restaurant operators specifically, 17% say that in-person dining in the past year has decreased. Zooming in further on specific segments, midscale operators are the top segment to report a decrease in in-person dining (22%), while fast casual operators are most likely to report an increase in in-person dining (55%).

Would you say that foot traffic to your business for in-person dining in the past year has... (n=400). Fielded with operators May 2024.

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OPERATOR INSIGHT

PICKUP & TAKEOUT ORDERS ARE THE TOP FORMAT TO SEE AN INCREASE IN ORDERING FREQUENCY

Interestingly, nearly half of operators aren't offering delivery, which could be due to a number of factors: difficulty in maintaining food quality in transport, inability to meet delivery timing expectations, the additional labor costs and fees involved, or simply that it doesn't work well for their business. This stands in stark contrast to how 46% of operators overall and 48% of restaurants specifically are saying they've witnessed an increase in in-person dining in the past year.

	Ordering frequency has INCREASED	Ordering frequency has NOT CHANGED	Ordering frequency has DECREASED	Do not offer
Pickup/Takeout	36%	37%	8%	20%
Catering	34%	26%	14%	26%
Delivery	20%	25%	8%	48%
Shared Plates	17%	40%	3%	40%

For the following formats, how has ordering frequency changed at your operation in the past year? (n=400). Fielded with operators May 2024.

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62%

**OF CONSUMERS READ NUTRITION LABELS
WHEN SELECTING NEW ITEMS TO PURCHASE
AT THE GROCERY STORE**

Do you read nutrition labels when selecting new items to purchase at the grocery store? (n=1,501). Fielded with consumers May 2024.

58%

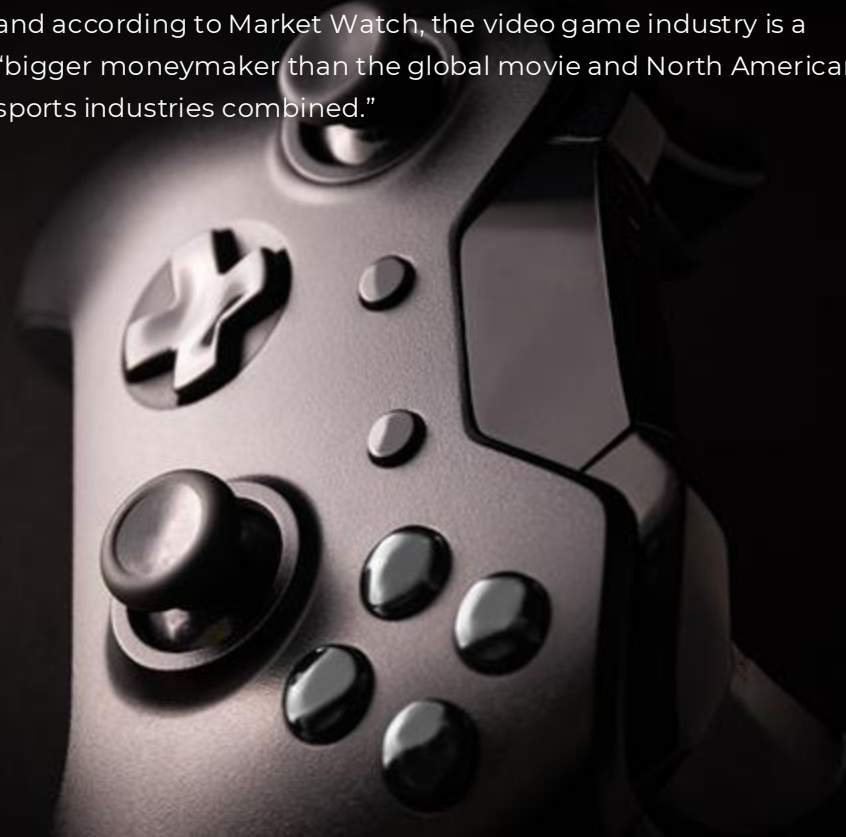
**OF CONSUMERS DO NOT TAKE NUTRITION OR
DIET INTO CONSIDERATION WHEN CHOOSING
SOMEWHERE TO EAT OUT**

Do you take nutrition/diet into consideration when choosing somewhere to eat out? (n=1,501). Fielded with consumers May 2024.

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For many Americans, gaming is an integral part of everyday life.

According to the Entertainment Software Association, nearly 200 million Americans of all ages currently play video games. In 2023, consumer spending on video games totaled roughly \$57 billion, and according to Market Watch, the video game industry is a “bigger moneymaker than the global movie and North American sports industries combined.”



61%

of consumers currently play video games

23%

AVID GAMERS

These consumers play video games often and would self-identify as “gamers.” Statistically higher among **Men (32%), Gen Z (37%), & Millennials (33%)**

38%

CASUAL GAMERS

These consumers play video games occasionally. Statistically higher among **Women (42%), Gen Z (40%), & Gen X (42%)**

15%

USED TO BE GAMERS

These consumers don't currently play video games but used to in the past. Statistically higher among **Gen X (19%)** than all other generations.

24%

ARE NOT GAMERS

These consumers have never played video games. Statistically higher among **Women (28%)** than Men, and **Boomers (49%)** than all other generations.

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45%

OF CONSUMERS WHO PLAY VIDEO GAMES HAVE BEEN INFLUENCED TO MAKE A FOOD/BEVERAGE PURCHASE BECAUSE OF VIDEO GAME-RELATED CONTENT OR ADVERTISEMENTS

This is especially likely among **Gen Z (63%)** and **Millennials (56%)**



Have you been influenced to make a food/beverage purchase because of video game-related content/advertisement? (n=920). Fielded with consumers May 2024.

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Q2 2024 MENU WINNER

VEGETABLE PAD THAI & CHICKEN PAD THAI

WHY THEY'RE GROWING

Thai cuisine and its most well-known dish, pad thai, are gaining in consumer awareness. Pad thai is an approachable noodle dish and has the appeal of being able to be customized to suit consumers' preferences, as it's typically served with the toppings deconstructed atop the dish. When delivery took off during the pandemic, there was an increase of callouts to protein-specific versions of dishes, such as chicken pad thai. With increased consumer interest in plant-based items and to keep costs down, vegetable pad thai is often being offered as the default with protein added as an upcharge.

P.F. Chang's was an early adopter of pad thai – they've been offering it since 2012. While their default is vegetable-style pad thai, chicken, shrimp, and a combo are add-on options.

+64%

12-MONTH GROWTH ON MENUS FOR VEGETABLE PAD THAI

+52%

4-YEAR AI PROJECTED GROWTH FOR VEGETABLE PAD THAI

+81%

4-YEAR AI PROJECTED GROWTH FOR CHICKEN PAD THAI

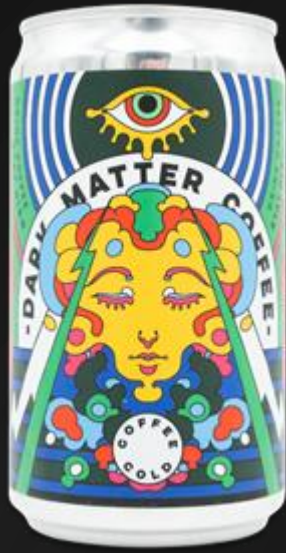
+51%

12-MONTH GROWTH ON MENUS FOR CHICKEN PAD THAI

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1



2



3

1. Peet's Coffee & Tea's Sparking Grapefruit Cold Brew LTO from June 2024.
2. Brown Acid Coffee from Dark Matter, which layers hops with cold coffee.
3. Denny's Sweet Cream Cold Brew.

COFFEE MOVER

COLD BREW

PROLIFERATION → UBIQUITY

Cold brew has had a wild ride over the past decade. In 2014, less than 1% of restaurants offering coffee menued it – now, it's on 7.7% of menus. Cold brew is starting to level off in menu penetration gains, but it's still exploding at retail. From protein-packed versions to those that pair cold brew with hops, retail innovation has no end. Cold brew is now found at several midscale dining chains, too, and at many convenience stores. Overall, it was a big year for coffee with texture (think bubbles, pearls, jelly, etc.) being added to Inception, mushrooms and coffee mocktails moving to Adoption, and coffee cocktails moving to Proliferation on the Menu Adoption Cycle (MAC).

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2024 MENU WINNERS

VALUE

WENDY'S

TRIPLE BERRY FROSTY (\$1.29)

Vanilla frosty with strawberry, blackberry, and raspberry flavors, resulting in a sweet and tart treat.

BEHIND THE LTO

Last year's Value winner was also a Wendy's Frosty, but what's impressive is that this year's Frosty winner is 30% more expensive (\$1.29 vs. \$0.99 last year) and it still beat out a variety of \$5 meal deals, dollar margaritas, and other bargain-forward releases. Not only did 84% of consumers think this Triple Berry Frosty was a good or excellent value, but 58% of consumers were interested in purchasing it, and half even thought it was Unique, contributing to its overall Superstar status in Launches & Ratings. This winner showcases how value doesn't need to mean a race to the bottom – affordable chain staples can still reign supreme, even after a slight increase.

84%
VALUE SCORE



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Global Food & Beverage Intelligence

Datassential is revolutionizing the way food and beverage companies plan for the future. Predict trends, test your ideas, and find new customers with astounding ease.

Industry Insights

Menu & Consumer Data

Chain Benchmarking

Sales Intelligence



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