

Industry Insights

A roundup of noteworthy foodservice findings
for the week of June 9, 2025

Image Source: Shutterstock



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Rising prices continue to pressure consumers

The gap between restaurant prices and general inflation continued to grow in the first half of 2025 as consumers search for value in the foodservice industry.

Food away from home inflation rose 3.9% year over year in April, outpacing general inflation, which sat at 2.3%, accentuating the notably higher restaurant prices that are stretching consumers' wallets in 2025.

Food away from home prices had steadily decelerated since hitting

historical highs in 2022 and 2023 but began ticking back up in early 2025.

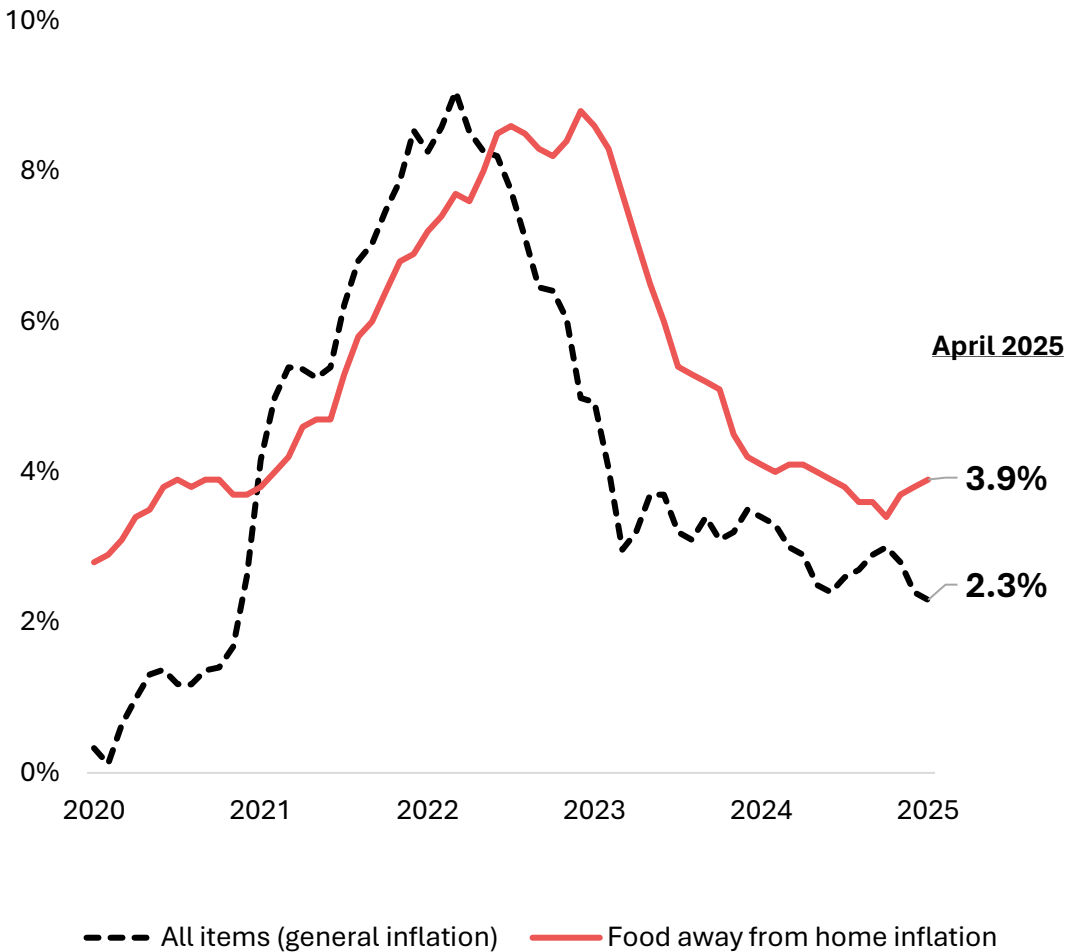
As of April 2025, full-service inflation hit 4.3%, while limited-service prices grew by 3.4% on a year-over-year basis.

Take advantage of Technomic's *Foodservice Industry Economic Indicators* report for monthly intelligence on inflation and other key economic metrics impacting the industry.

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

Source: Technomic Ignite Company

U.S. CONSUMER PRICE INDICES (INFLATION)
12-MONTH CHANGE



Ignite Menu

How value is showing up on menus

Technomic's Q1 2025 Ignite Menu data is live and, with it, some interesting findings about pricing and value.

On average, prices are up 4.3% on menus year over year. Some of the mealparts seeing the biggest price hikes include sides (+5.7%), desserts (+4.8%) and entrees (+4.6%).

With rising menu prices, consumers may be looking for value to make these price hikes more palatable. But value meals have actually decreased on menus in the past year, down 5.1%. However, some specific types of value meals are seeing growth, including burger value meals (+3.0%), salad value meals (+4.8%) and

hot dog value meals (+4.0%). But even value offerings aren't immune to menu inflation, with these entrees increasing 2.3% in price year over year. Some value meals that have seen larger price hikes include taco/taquito value meals (+11.2%) and snack value meals (+10.1%).

As costs continue to increase, operators may have to experiment with new ways to offer value beyond price, such as focusing on unique or craveable menu items.

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

Source: Technomic Ignite Menu

Image Source: Shutterstock



Value is increasingly top of mind for diners

More than half of diners (56%) agree that they usually pick restaurants with lower prices—the highest number historically reported by consumers. Unfortunately for diners, menu prices also sit at the highest levels seen. This leaves the industry looking for solutions to appease value-seeking diners in the currently challenging environment.

One notable suggestion operators may consider, particularly full-service concepts, is keeping the dining room and dine-in experience top of mind. Off-premise remains an important business channel, but it should not compromise dine-in staffing and overall experience.

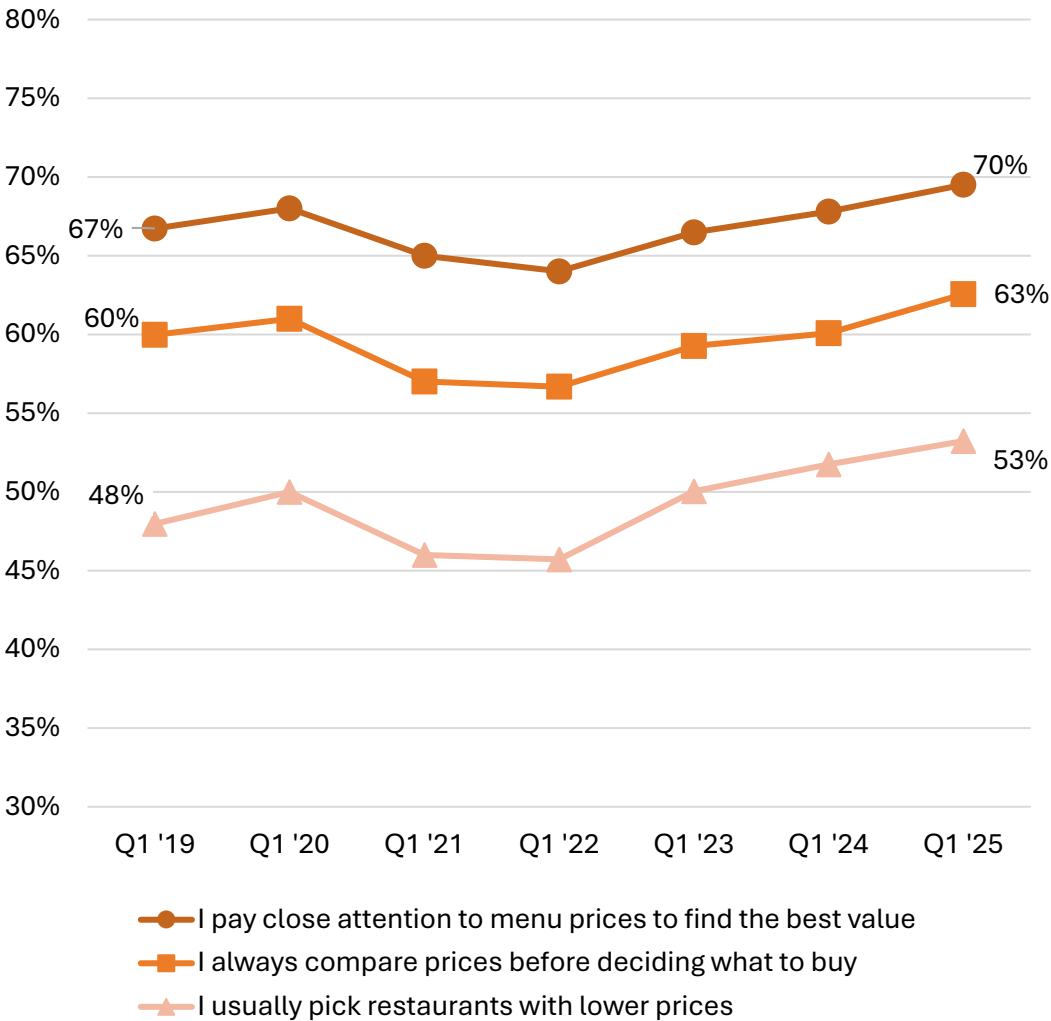
With younger diners leading the recent uptick in on-premise occasions, operators have tremendous opportunity to deliver on the value inherent in the dine-in experience. In fact, full-service guests who dined in were more likely than guests who ordered for off-premise to provide higher ratings on guest experience measures such as prices relative to others, value through high-quality menu items and intent to return.

Limited-service restaurants also register a similar boost in value perceptions among dine-in vs. off-premise guests.

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

Base: 27,000 consumers ages 18+ per quarter shown
Source: Technomic Ignite Consumer

TOP TWO BOX: % AGREE/STRONGLY AGREE



Value around the world

Survey data indicates that since 2020, global consumers have come to place less importance on overall value for money spent in how they choose limited-service restaurants to visit, with this pattern varying by market and region.

In no surveyed region was this downward pattern more noticeable than in North America, where the percentage of consumers placing importance on value fell from 90% in Q1 2020 to just 75% in Q1 2025. This 15% drop nearly doubles both the global drop (88% to 80% over the same period) and that in Asia (89% to 80%).

Consumers in Europe alone saw a similar drop (91% to 78%)—a stark contrast to

those in Latin America, where it saw a 5% drop from its 2020 height (87%), or those in the Middle East, which saw no overall change from 2020 to 2025.

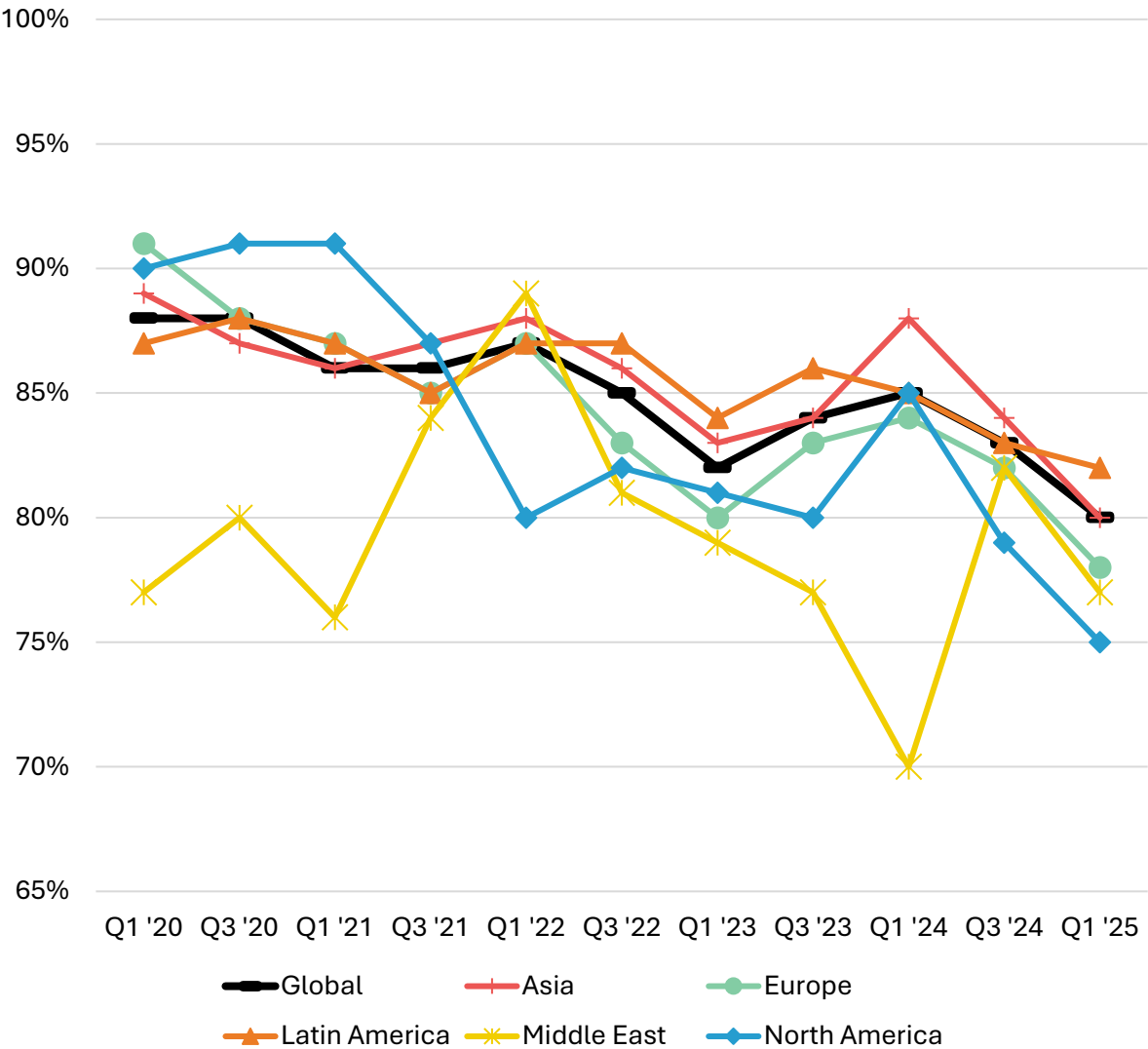
Middle East consumers, however, uniquely fluctuated in how many restaurant-goers placed importance on overall value, spiking in Q1 2022—as many did globally—before falling back in 2025 to early 2020 levels.

Get more data-driven insights into consumer trends from a global perspective with [Technomic’s Global Foodservice Navigator program](#).

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

Source: Technomic Global Foodservice Navigator Program consumer surveys, 2020-2025
Note: In Q1 2024, Russia was replaced as a surveyed market by Puerto Rico; 2020-2023 data includes Russia in Europe averages without Puerto Rico in LATAM averages; 2024-2025 data includes Puerto Rico in LATAM averages without Russia in Europe averages

% OF CONSUMERS DESCRIBING OVERALL VALUE AS SOMEWHAT/VERY IMPORTANT IN CHOOSING AN LSR TO VISIT



Consumer Trend Reports

The role of value in pizza purchasing

Sales growth at Top 500 LSR and FSR pizza chains slowed in 2024 and now lags behind the average among all Top 500 chains. Although the share of consumers eating pizza more than once a week rose from 24% in 2022 to 35% in 2025, the share who never eat pizza also doubled to 4%. Inflation is playing a key role, with rising prices pushing some consumers away entirely, even as others maintain or increase their frequency.

More than four in five consumers have noticed price hikes, and 35% say they're ordering pizza less often because of it. Some are switching to frozen alternatives, opting for take-and-bake, or

trading down to more affordable varieties. While demand remains strong, the data shows pizza operators can't count on habitual traffic alone, especially if value isn't front and center in the experience, with more than half (54%) of consumers identifying "good value for money" a top reason for choosing a particular restaurant when ordering pizza.

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

[Learn more about Consumer Trend Reports](#)

Source: Technomic 2025 Pizza Consumer Trend Report
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312-876-0004
info@technomic.com
technomic.com