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Industry Insights

A roundup of noteworthy foodservice findings
for the week of Sept. 19, 2022



Refresh your beverage knowledge

Explore beverage category performance, operator strategies and consumer behaviors related to the away-from-home beverage market.

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Food Prices Climb to Historic Highs

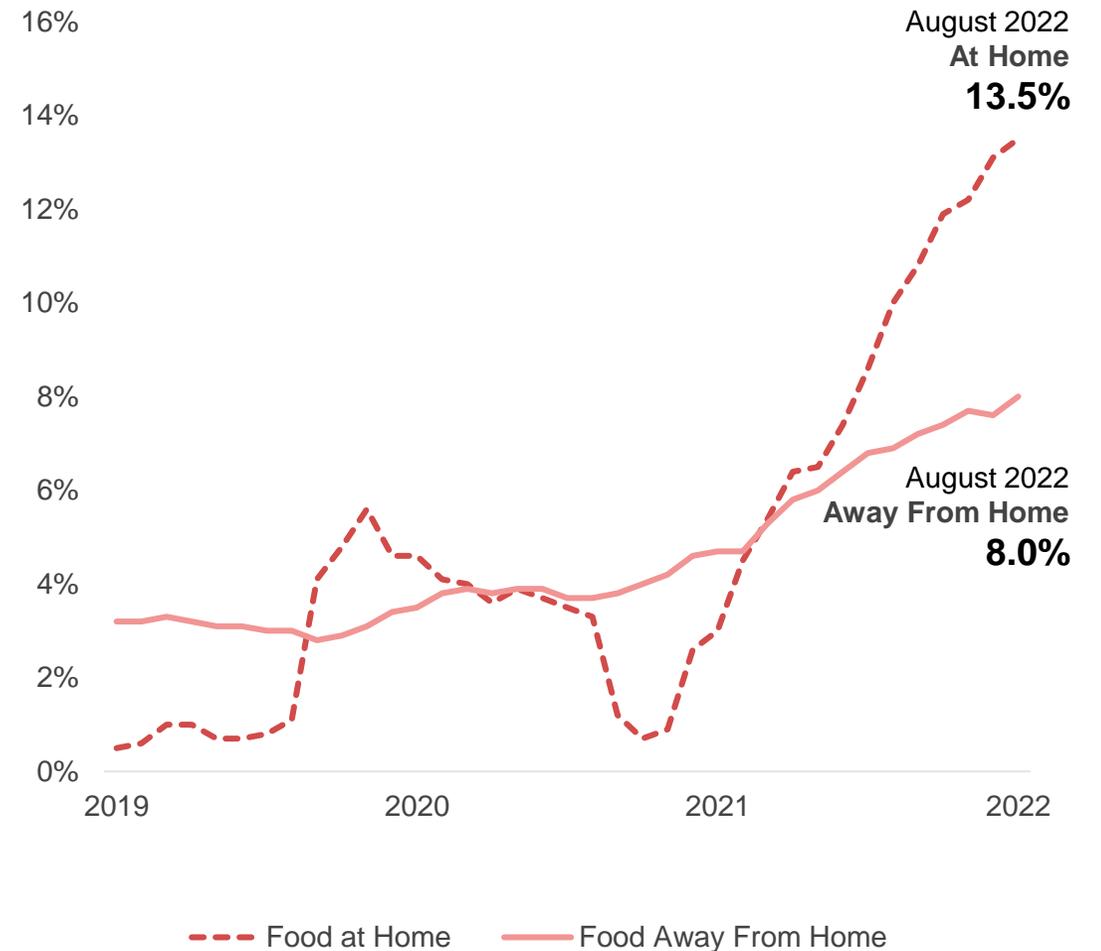
Total food prices have spiked by 11.4% over the last year, according to the U.S. Bureau of Labor Statistics. This marks the highest rate of food inflation observed since 1979.

Higher prices at grocery stores have played a major role in driving overall food inflation, as food at home prices have soared by 13.5% over the trailing year.

Food away from home prices accelerated in August as well and have swelled by 8% over the last year. During that timeframe, full-service restaurants have increased menu prices 9%, while limited-service

prices have grown by 7.2%. The historically wide margin in price increases between grocers and restaurants has helped restaurants and other foodservice operators maintain demand despite raising their own prices higher than normal.

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



Younger Consumers Seek Unique and Varied Beverages

While many consumers tend to lean on familiar legacy offerings and beverage brands, budding interest in new and unique options among younger consumers signals a growing need for innovation. Additionally, consumers ages 18-34 drive demand for greater beverage variety across limited- and full-service restaurants alike, aligning with their elevated usage of these segments.

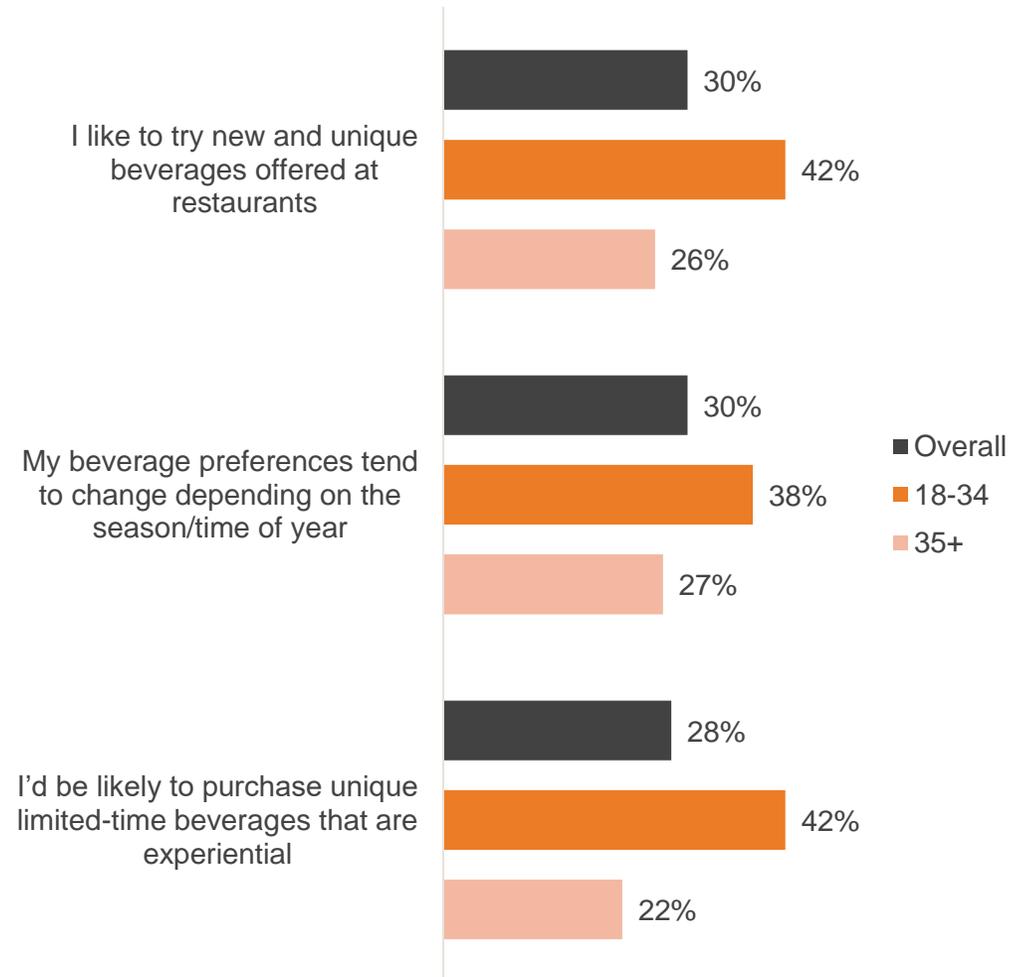
Looking ahead, capturing purchases among this core group of foodservice-reliant diners will require in-depth understanding of what appeals to this demographic.

Unique preparations, seasonal flavors and globally inspired beverages promoted via targeted marketing may win the day. Social media ad campaigns and partnerships with top-of-mind events and brands can also help to increase visibility among younger cohorts.

At the same time, messaging focused on key product attributes such as quality and customization will serve to maximize appeal.

Base: Approx. 1,050 consumers who have purchased a beverage from foodservice in the past month
Q: Thinking only about nonalcohol beverages purchased at foodservice locations, please indicate how much you agree or disagree with each of the following statements.
Source: Technomic Ignite Consumer featuring the 2022 Beverage Consumer Trend Report

AGREE OR AGREE COMPLETELY



In the Dessert World, Ice Cream Reigns Supreme

Desserts are a great way for diners to end a meal when going out, and a huge check-builder for restaurants.

Even in today's climate, with inflation putting a damper on economies across global markets, many consumers expect to continue ordering from the dessert list—some even more so than in the past.

That's according to Technomic's soon-to-released *Dessert Global Menu Category Report*, which finds that 57% of consumers don't expect to order less dessert over the next six months, and 14% plan to order more often.

So, what are the preferred dessert choices to end a meal?

Here's what consumers across 25 countries told us:

- Of consumers surveyed, 66% like ice cream—far and away the most popular dessert, particularly in Colombia (79%) and India (79%)
- In Japan, 44% of consumers order a parfait for dessert, well above the global average of 12%, which helps explain why we see so many parfait LTOs from leading chains in the island nation

- Globally, 36% of consumers order some pie to end a meal, making this classic treat one of the more popular options in the world of desserts, with resonance in Brazil (63%), Germany (61%) and Spain (59%)

Technomic's new *Global Menu Category Report* series offers 360-degree views, international insights, menu and operator trends, sizing and expert analysis on key global restaurant products such as dessert, breakfast, burger, pizza, chicken and beverage.

[Learn more here.](#)

Source: Technomic Global Foodservice Navigator Program
Image Source: Shutterstock



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Since 1966, we have produced in-depth research focused on the foodservice industry.

We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 countries around the world.

Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

Have questions about this report?

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