

U.S. Foodservice Industry



Retail Sales Equivalent/Consumer Sales Forecast: January 2024 Edition

2023 RETAIL SALES EQUIVALENT									
Segment (definitions on page 4)	Food & All Beverages (Alcohol & Nonalcohol)		Food & Nonalcohol Beverages		Potential Contact Points	Nominal Change		Real Change	
	\$B	Share	\$B	Share	2023	2023 (R)	2024 (F)	2023 (R)	2024 (F)
Total Restaurants & Bars	\$700.243	68.1%	\$609.377	66.7%	691,206	6.1%	5.3%	-0.7%	1.5%
Limited-Service Restaurants	380.855	37.1	378.665	41.5	339,551	7.2	5.9	0.4	2.0
Fast Casual	79.825	7.8	78.852	8.6	53,117	8.8	6.8	1.9	2.9
Fast Food/Quick Service	301.030	29.3	299.813	32.8	286,434	6.8	5.7	0.1	1.8
Full-Service Restaurants	275.575	26.8	226.871	24.8	292,014	4.2	4.4	(2.4)	0.5
Midscale	46.959	4.6	46.365	5.1	70,182	3.7	3.9	(2.9)	0.1
Casual Dining	201.649	19.6	160.511	17.6	207,943	4.1	4.4	(2.5)	0.6
Fine Dining	26.967	2.6	19.995	2.2	13,889	5.7	4.9	(1.0)	1.1
Bars & Taverns*	43.812	4.3	3.841	0.4	59,641	4.7	4.5	(1.9)	0.7
Retailers	\$81.437	7.9%	\$80.944	8.9%	195,991	6.8%	6.2%	0.1%	2.3%
Supermarket Foodservice	43.431	4.2	43.333	4.7	41,750	7.9	7.0	1.0	3.0
Convenience Stores	25.830	2.5	25.689	2.8	137,341	6.6	6.2	(0.2)	2.3
All Other Retailers	12.176	1.2	11.923	1.3	16,900	3.7	3.3	(2.9)	(0.5)
Travel & Leisure	\$103.047	10.0%	\$84.169	9.2%	140,903	14.9%	9.3%	7.6%	5.3%
Recreation	23.988	2.3	18.471	2.0	30,112	12.3	7.5	5.2	3.6
Lodging	52.731	5.1	42.830	4.7	59,673	14.6	9.9	7.3	5.9
Transportation	14.815	1.4	13.124	1.4	1,325	19.9	10.5	12.3	6.4
Caterers	11.514	1.1	9.743	1.1	49,793	14.3	8.4	7.0	4.4
Noncommercial	\$135.162	13.1%	\$133.764	14.6%	261,248	10.9%	6.2%	3.8%	2.3%
Business & Industry	15.309	1.5	15.309	1.7	9,000	9.2	4.5	2.2	0.6
Education	45.871	4.5	45.510	5.0	134,880	9.5	5.5	2.5	1.6
Primary & Secondary Schools	24.860	2.4	24.860	2.7	130,930	9.3	5.7	2.3	1.8
Colleges & Universities	21.011	2.0	20.650	2.3	3,950	9.7	5.3	2.7	1.4
Healthcare	37.059	3.6	36.853	4.0	98,083	9.3	5.9	2.4	2.0
Hospitals	16.764	1.6	16.764	1.8	5,346	8.4	4.5	1.5	0.7
Long-Term Care	8.850	0.9	8.850	1.0	59,300	8.1	4.7	1.3	0.8
Senior Living	11.445	1.1	11.239	1.2	33,437	11.7	8.9	4.6	4.9
Refreshment Services	26.602	2.6	26.602	2.9	12,691	18.9	10.1	11.4	6.0
Military	5.633	0.5	4.803	0.5	329	6.2	3.5	(0.5)	(0.3)
Corrections	4.687	0.5	4.687	0.5	6,265	6.1	2.8	(0.7)	(1.0)
All Other Foodservice	\$8.022	0.8%	\$5.020	0.5%	39,402	6.3%	4.3%	-0.5%	0.5%
Total Foodservice	\$1,027.911	100.0%	\$913.274	100.0%	1,328,750	7.6%	5.9%	0.8%	2.0%

Source: Technomic

Note: (J)=decline; (R)=revised; (F)=forecast;

Nominal change assumes menu price inflation rate of 6.8% for 2023 and 3.8% for 2024; Numbers may not add due to rounding; Forecasts and numbers subject to change; Data may not be comparable to previous editions of this chart due to redefinitions, resegmentation and revisions; Data shown does not reflect the impact of changes in portion sizes and/or sales mix

*Note: Contact point estimates include units that do not offer foodservice

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U.S. Foodservice Industry



Supply Chain Forecast: January 2024 Edition

FOOD, NONFOOD & NONALCOHOL BEVERAGES								
Segment (definitions on page 4)	2023 Operator Purchases		2023 Manufacturer Shipments		Nominal Change		Real Change	
	\$B	Share	\$B	Share	2023 (R)	2024 (F)	2023 (R)	2024 (F)
Total Restaurants & Bars	\$210.206	58.6%	\$183.162	58.8%	-0.2%	3.0%	-0.8%	1.4%
Limited-Service Restaurants	124.020	34.6	111.596	35.8	1.0	3.6	0.4	2.0
Fast Casual	25.984	7.2	23.381	7.5	2.5	4.5	1.9	2.9
Fast Food/Quick Service	98.036	27.4	88.215	28.3	0.6	3.4	0.1	1.8
Full-Service Restaurants	84.653	23.6	70.262	22.6	(1.9)	2.1	(2.4)	0.5
Midscale	17.300	4.8	14.359	4.6	(2.4)	1.6	(2.9)	0.1
Casual Dining	59.892	16.7	49.710	16.0	(1.9)	2.1	(2.5)	0.6
Fine Dining	7.461	2.1	6.192	2.0	(0.4)	2.6	(1.0)	1.1
Bars & Taverns	1.533	0.4	1.303	0.4	(1.4)	2.2	(1.9)	0.7
Retailers	\$43.919	12.3%	\$39.268	12.6%	0.8%	4.0%	0.2%	2.4%
Supermarket Foodservice	26.362	7.4	23.727	7.6	1.6	4.6	1.0	3.0
Convenience Stores	12.344	3.4	11.109	3.6	0.4	3.9	(0.2)	2.3
All Other Retailers	5.213	1.5	4.432	1.4	(2.3)	1.1	(2.9)	(0.5)
Travel & Leisure	\$29.967	8.4%	\$25.198	8.1%	8.2%	6.8%	7.6%	5.3%
Recreation	7.071	2.0	5.833	1.9	5.8	5.2	5.2	3.6
Lodging	13.978	3.9	11.599	3.7	7.9	7.5	7.3	5.9
Transportation	5.378	1.5	4.842	1.6	13.0	8.0	12.3	6.4
Caterers	3.540	1.0	2.924	0.9	7.6	6.0	7.0	4.4
Noncommercial	\$71.628	20.0%	\$61.505	19.7%	4.3%	3.7%	3.6%	2.2%
Business & Industry	8.681	2.4	7.379	2.4	2.9	2.1	2.2	0.6
Education	25.013	7.0	21.973	7.1	3.1	3.1	2.5	1.6
Primary & Secondary Schools	14.250	4.0	12.825	4.1	3.0	3.2	2.3	1.8
Colleges & Universities	10.763	3.0	9.147	2.9	3.3	2.9	2.7	1.4
Healthcare	19.772	5.5	16.756	5.4	3.1	3.6	2.5	2.2
Hospitals	8.097	2.3	7.119	2.3	2.1	2.1	1.5	0.7
Long-Term Care	4.996	1.4	4.120	1.3	1.9	2.3	1.3	0.8
Senior Living	6.679	1.9	5.517	1.8	5.2	6.4	4.6	4.9
Refreshment Services	12.641	3.5	10.429	3.3	12.0	7.6	11.4	6.0
Military	2.817	0.8	2.536	0.8	0.1	1.1	(0.5)	(0.3)
Corrections	2.703	0.8	2.433	0.8	(0.1)	0.4	(0.7)	(1.0)
All Other Foodservice	\$2.691	0.8%	\$2.417	0.8%	0.1%	2.0%	-0.5%	0.5%
Total Foodservice	\$358.410	100.0%	\$311.549	100.0%	1.5%	3.6%	0.9%	2.0%

Source: Technomic

Note: ()=decline; (R)=revised; (F)=forecast;

Nominal change assumes supply chain inflation rate of 0.6% for 2023 and 1.5% for 2024; Numbers may not add due to rounding; Forecasts and numbers subject to change; Data may not be comparable to previous editions of this chart due to redefinitions, resegmentation and revisions; Nominal and real change measures are based on operator purchases

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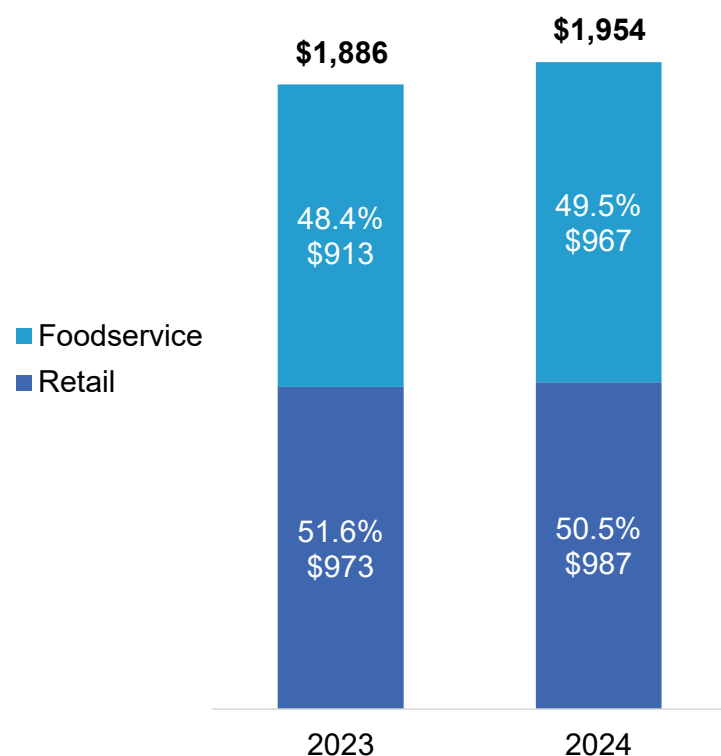
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Total U.S. Foodservice Industry



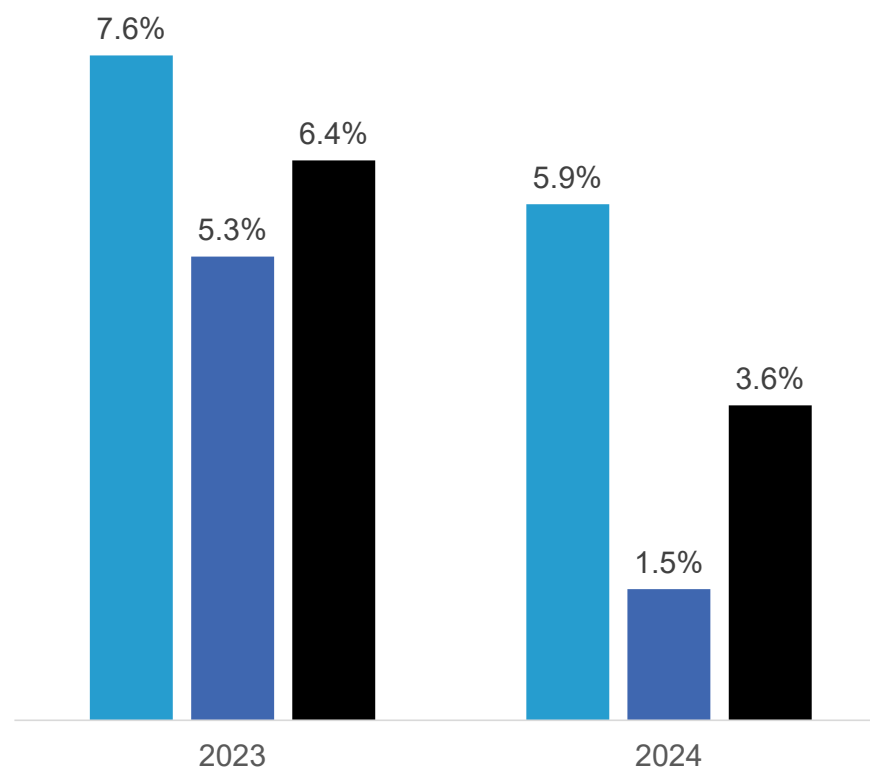
Consumer Spending Forecast: January 2024 Edition

**TOTAL FOOD INDUSTRY CONSUMER
SPENDING FORECAST (\$B)**



NOMINAL ANNUAL GROWTH

■ Foodservice ■ Retail ■ Total consumer food



Source: Technomic

Note: Retail includes food and nonalcohol beverages purchased for at-home occasions from grocery stores, supermarkets, supercenters, convenience stores, warehouse clubs, e-commerce, dollar stores and all other retailers; Foodservice comprises all segments and definitions for away-from-home occasions as noted in the appendix; Excludes alcohol; Totals may not add due to rounding.

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U.S. Foodservice Industry



Definitions

Limited-Service Restaurants (LSRs):

Establishments where patrons generally order or select items and pay before eating. Food and drink may be consumed on-premise, taken out or delivered to customers' locations. This segment consists of quick-service and fast-casual restaurants

Fast-Casual Restaurants (FCRs):

Establishments with a limited-service or self-service format, with per-person menu pricing typically around \$14 or higher. Food is prepared to order and made with fresh (or perceived as fresh) ingredients. Restaurants offer innovative food suited to sophisticated tastes, and upscale or highly developed interior design. Alcohol may be served

Fast-Food/Quick-Service Restaurants (QSRs):

Traditional fast-food restaurants, generally with per-person menu pricing of \$14 or less

Full-Service Restaurants (FSRs):

Establishments with a relatively broad menu along with table and/or booth service and a waitstaff. These establishments offer meals and snacks for immediate consumption primarily on-premise; some may also offer takeout service

Midscale Restaurants:

Full service; moderate menu pricing, generally around \$18 or less per-person. Many do not sell alcohol, but if they do, it is limited to beer and/or wine. Breakfast orientation often defines this segment

Casual-Dining Restaurants (CDRs):

Full-service restaurants with per-diner menu pricing averaging \$20 or more. A full bar is characteristic of this segment. This subsegment includes contemporary CDRs and upscale CDRs

Fine-Dining Restaurants:

Full-service restaurants with per-person pricing generally above \$80 and an emphasis on dinner. Establishments usually offer an extensive alcohol program. Also known as white-tablecloth restaurants

Bars & Taverns (Drinking Places): Bars, taverns, night clubs or drinking places primarily engaged in preparing and serving alcohol beverages for immediate consumption; may also provide limited food services

Supermarket: Sales of fully prepared food/beverage products usually for immediate consumption sold through in-store supermarket delis and food bars, and from restaurants located within supermarkets that are operated by the supermarket

Convenience Stores (C-Stores): A small, higher-margin grocery store that offers an edited selection of staple groceries and other convenience items beyond food. Usually sells foodservice items for immediate consumption, often requiring special equipment such as a coffee brewer or roller grill. Convenience stores include both stand-alone operations and those attached to gas stations

All Other Retailers: Includes general merchandise stores that offer a number of lines of merchandise (such as department stores and variety stores), drugstores (such as Walgreens) and other retail hosts (from liquor stores to bookstores). Sales of food and beverages at convenience stores and supermarket in-store delis are excluded

Recreation: Foodservice sales in recreation venues such as amusement parks, bowling alleys, nonhotel casinos, convention centers, country clubs, cruise lines, movie theaters, parks, racetracks, stadiums and arenas

Lodging: Hotels, motels, casino hotels, resorts, etc., primarily engaged in providing short-term lodging. Establishments may offer food and beverage services including restaurants, bars, conference services, catering services, banquet services and room service. Moderately priced hotels and motels may offer complimentary breakfast and snacks

Transportation: All meals, including nonalcohol beverage on domestic and international airline flights originating in the U.S., and all ferries, trains, buses and other forms of public transport within the U.S.

Caterers: Foodservice businesses primarily engaged in providing foodservice for social or business events. Caterers may have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included

Business & Industry (B&I): Includes foodservice operations within company and corporation locations, office complexes, plants, factories, etc.

Primary/Secondary Schools: Foodservice in both public and private primary and secondary schools (K-12)

Colleges & Universities (C&U): Includes dining-hall foodservice, restaurants, snack shops, convenience stores and foodservice catering in two-year and four-year colleges and universities

Hospitals: Includes patient feeding, employee feeding, meals served to visitors and catering operations at all U.S. hospitals offering short- or long-term care, public and private; also includes psychiatric and other specialty institutions

Long-Term Care (LTC): Foodservice for patients and employees in institutions primarily engaged in providing inpatient care on a long-term basis, including nursing homes, convalescent homes, homes for the mentally ill and other facilities

Senior Living: Continuous care retirement centers, retirement centers, retirement homes and other homes for the elderly where healthcare is not the primary function of the facility

Refreshment Services: All vending, office coffee service and micro markets regardless of location or segment

Military: Foodservice on military bases and installations within the U.S. only. Includes both troop feeding and clubs

Corrections: Foodservice in local jails, state and federal prisons and juvenile detention/correction centers

All Other Foodservice: Other establishments that offer foodservice, whether for profit or not for profit, including child care centers, food trucks, orphanages and religious establishments like convents or seminaries

Retail Sales Equivalent (RSE): Term used to define consumer spending in foodservice. In segments where meal costs are subsidized or are provided without a formal consumer sale (e.g. college board cafeteria, hospital room service), RSE is determined based on operator purchases to compare against restaurants and other segments where actual transactions occur

Operator Purchases: The value of products purchased by operators from distributors/suppliers. Also known as distributor sales to operators. Equals manufacturer shipments plus distributor margins

Manufacturer Shipments: The value of products shipped by manufacturers or processors into the channel (without distributor margin)