

TOTAL RESTAURANT & FOODSERVICE SALES

2019: \$864B **2021: \$799B**
2020: \$678B **2022: \$898B***
*Projected

40% of operators think it will be **a year or more before the restaurant industry returns to "normal."**

Restaurant and foodservice operators' ability to innovate and adapt is creating a new future for the restaurant industry as it enters the 3rd year of the pandemic.



OPERATIONAL

TRENDS

The pandemic accelerated a number of operational adaptations that have helped restaurants survive the past 2 years. They include new transaction technologies, outdoor dining, enhanced off-premises services, alcohol-to-go and more.



8 in 10 operators say using **technology in the restaurant provides a competitive edge**; many plan to increase tech investment.

Roughly 50% of operators **expect outdoor dining will become more common** in their segment this year.

54% of adults say purchasing **takeout or delivery food is essential** to the way they live, including 72% of millennials.

1 in 4 limited-service, family dining and fast casual operators plan to devote more resources to **expanding their off-premises business**.

STATE OF THE Restaurant Industry 2022

NATIONAL
RESTAURANT
ASSOCIATION

The National Restaurant Association's 2022 State of the Restaurant Industry presents the latest data on current and upcoming trends critical to the industry's growth and success this year. It examines how these trends are reshaping the industry's sales, operations—including on- and off-premises business—technology, menus, and workforce.

The full report, free to members, is [available for download](#). Nonmembers are welcome to [visit our store](#).

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PARADOX

FOOD & MENU

TRENDS

Restaurateurs **scaled back menu offerings** for a variety of reasons

including supply chain issues, staff shortages, and the need to operate leaner.

96% of operators **report supply chain delays or shortages** in recent months.

8 in 10 fullservice and 2/3 of limited-service **operators changed menu offerings** because of supply chain delays and shortages.

9 in 10 report **food costs** as a % of sales **are higher** than before COVID-19.

Menu opportunities proving popular with consumers include:

- ✓ Offering fresh or packaged foods retail-style for sales on-site
- ✓ DIY restaurant meal kits
- ✓ Meal subscription programs

Sustainable, quality-retaining packaging tops menu trends in '22.



WORKFORCE

TRENDS

Roughly 50% of operators in the fullservice, quickservice and fast-casual segments expect **recruiting & retaining employees** will be their **top challenge** in '22.

The industry **added back 1.7M jobs in '21**, but **7 in 10** operators say they **don't have enough staff** to support their current service demand.



Total Restaurant & Foodservice Jobs

2019: 15.4M

2020: 12.8M

2021: 14.5M

2022: 14.9M*

2030: 16.5M*

*Projected

