



Full-Service Restaurants in the US

February 2024

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Full-Service Restaurants in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation sees consumers dine out at full-service restaurants less often

Special offers can increase traffic, but at what cost?

Consumers are tired of tipping, as the industry and policymakers search for a new tipping standard

PROSPECTS AND OPPORTUNITIES

Full-service restaurants will increasingly turn to AI and automation for accuracy and efficiency

With no more room to increase prices, restaurant operators will need to look for other ways to improve margins

Brands in full-service restaurants will look to join limited-service brands in innovating in the loyalty space

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