



**Euromonitor  
International**

# Consumer Foodservice By Location in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

US consumers continue to embrace on-the-go lifestyles, and demand that consumer foodservice keeps up  
Success stories abound across the consumer foodservice competitive landscape  
Convenience and value continue to be demands that resonate with consumers

PROSPECTS AND OPPORTUNITIES

Challenges abound across locations for foodservice operators  
Large investments offer opportunities for growth across different foodservice locations  
Parsing demographic shifts will be a challenge for foodservice operators

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