



# CHEF'STORE INDUSTRY REPORT:

**Restaurant Industry Trends That Will Define 2023**

# THE RESTAURANT INDUSTRY MARKET IS PREDICTED TO HIT **\$708.9 BILLION<sup>1</sup>** BY THE END OF 2023.



Stake your claim in the foodservice industry, and be on top of the next big food industry trends as we approach 2023. Here's what's in your store:

## HEALTH-BASED COMFORT CUISINE

Since 2020, generations across the board have been embracing health trends and looking for restaurants to offer more lean eats. Leading the charge are Gen Z and Millennials, with **41 percent<sup>2</sup>** of Gen Z and **32 percent<sup>3</sup>** of Millennials stating they would pay more for health-based food options.

Based on Google search trends, consumers seek comfort foods with seasonal and nutritious twists. Between 2020 and 2022, these searches have increased:



Autumn-inspired comfort foods increased **350 percent<sup>4</sup>**



Vegan comfort foods increased **130 percent<sup>5</sup>**



Healthy comfort food recipes increased **50 percent<sup>6</sup>**



## Innovative Plant-Based Options

Vegan and flexitarian diets are trends that have been growing in recent years. The plant-based food market is predicted to reach **\$14.9 billion**<sup>7</sup> by 2027. While nut milks, plant-based burgers, and dairy-free treats are still among the top-ranking meat-less items, there has been a surge in seafood alternatives. In the past five years, the number of conversations, blogs, and articles created across different media outlets around plant-based seafood options have skyrocketed, and while consumers have been slower to adopt and purchase plant-based seafood options, sales have steadily risen as well:



Market interest in plant-based fish has risen **3745 percent**<sup>9</sup>.



  
**105%**

Customer interest in plant-based fish is up **105 percent**<sup>8</sup>.



## FUTURISTIC TECH

Currently, Gen Z has an estimated purchasing power of over **\$140 billion**<sup>10</sup> and accounted for roughly **40 percent**<sup>11</sup> of consumer populations in 2020. Those numbers suggest that Gen Z is positioned to influence restaurant trends in the coming year. One of the biggest booms forecasted to emerge is more advanced technology in restaurants that is embraced in different ways across generations.

### Tech-Based Ordering Options

- **8 out of 10**<sup>12</sup> Millennials and Gen Z would use a tablet to order at a restaurant.
- Voice-operated ordering, through things like Alexa or Siri, is of interest to **69 percent**<sup>13</sup> of Generation Z.
- **70 percent**<sup>14</sup> of consumers prefer to place online orders directly from a restaurant.



### Metaverse & Restaurants

- Since 2020, metaverse users have increased tenfold and reached **60,000 active users**<sup>15</sup> in 2022.
- The metaverse is estimated to be a **trillion-dollar revenue**<sup>16</sup> possibility.
- **38 percent**<sup>18</sup> of surveyed metaverse users would be inclined to make restaurant purchases within the digital realm.



# 75 PERCENT<sup>19</sup> OF RESTAURANTS PLAN TO INVEST IN MORE TECHNOLOGY IN 2023.



## TECH AND OPERATION MANAGEMENT

Technology trends aren't just significant from a customer standpoint, **75 percent**<sup>19</sup> of restaurants plan to invest in more technology in 2023 to streamline operations and save on labor costs. Of **restaurant owners surveyed**<sup>20</sup>:



68 percent intent to invest in payroll management



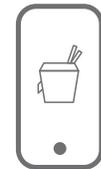
63 percent on reservation systems



63 percent in loyalty programs



63 percent on QR codes for transactions and menus



57 percent on online ordering platforms embedded in their website



# LOOKING AHEAD: TAPPING INTO FUTURE TRENDS

There are a lot of exciting changes on the foodservice horizon. Tapping into emerging trends before the market is saturated can keep your restaurant ahead of the curve and position your business as an industry leader in innovation and trends adoption. Embracing new technologies and revamping menu items based on upcoming trends could propel your restaurant to new heights in the future.

#### Sources:

- 1 <https://www.businesswire.com>
- 2 <https://www.qsrmagazine.com>
- 3 <https://www.qsrmagazine.com>
- 4 <https://www.fool.com>
- 5 <https://www.fool.com>
- 6 <https://www.fool.com>
- 7 <https://www.soocial.com>
- 8 <https://blog.spoonshot.com>
- 9 <https://blog.spoonshot.com>
- 10 <https://influencermarketinghub.com>
- 11 <https://influencermarketinghub.com>
- 12 <https://restaurant.org>
- 13 <https://restaurant.org>
- 14 <https://www.reelo.io>
- 15 <https://www.soocial.com>
- 16 <https://www.soocial.com>
- 17 <https://influencermarketinghub.com>
- 18 <https://emerging.com>
- 19 <https://hospitalitytech.com>
- 20 <https://hospitalitytech.com>