

CStoreDecisions®

Solutions for Convenience Retailers



The 2023 FOODSERVICE REPORT

With foodservice innovation in demand and inflation surging c-stores must balance competing priorities as they look to grow their food programs in the year ahead.

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QUICKBITES

FOOD TRENDS TO WATCH IN 2023

C-store foodservice traffic is up as customers look to fast food as inflation drives up grocery bills. Meanwhile, trends like crunchy snacks and plant-forward menus are attracting customer attention.



C-STORES GROW FOODSERVICE TRAFFIC

- Visits to convenience stores for foodservice items grew 2% in the three months ending November 2022 compared to a year ago.
- Consumer spending on foodservice menu items at c-stores rose 8% for the three months ending November 2022 compared to a year ago.
- Units of foodservice items shipped to c-stores from broadline foodservice distributors grew 3% compared to a year ago.
- Dollars of foodservice products shipped to c-stores from broadline foodservice distributors increased 13% compared to a year ago.

FOR THE QUARTER ENDING NOVEMBER 2022:

- The morning daypart at c-stores grew traffic by 3%.
- The lunch daypart at c-stores saw traffic rise 2%.
- The dinner daypart at c-stores saw foodservice visits grow 2%.

Source: The NPD Group, December 2022



RESTAURANT MENU TRENDS IN 2023

Customers can expect to see the following trends on menus in 2023:

- Seasonal Plant-Forward Menus
- Contemporary Dining Styles
- Inspiration for Modern Menus
- Sustainability Momentum
- Foodservice Retail Fusion

Source: Culinary Visions, October 2022

CONSUMER SNACKING PREFERENCES

Frito-Lay's U.S. Trend Index found customers prefer:

- Crunchy Snacks (70%)
- Sweet Snacks (66%)
- Salty Snacks (61%)
- Filling Snacks (53%)



Source: FritoLay, "Frito-Lay Declares 2022 The Year of Crunch," December 2022

FAST FOOD IS TRENDING

Customers are increasing their searches for fast food, while searching less often for organic food and grocery shopping, according to data from Taboola, which pointed out that, due to inflation, fast food purchases may be more affordable today than a grocery bill. Over the past year, fast food searches grew by 82%.



- Searches for Wendy's saw a 130% increase.
- Searches for McDonald's had an 82% increase.
- Searches for organic food decreased 103%.
- Searches for grocery shopping had a 155% decrease.

Source: Taboola, January 2023, www.taboola.com

BEST FOODIE CITIES



WalletHub compared more than 180 of the largest U.S. cities across 29 key metrics to determine the best and least expensive cities for foodies, evaluating affordability, accessibility of high-quality restaurants, food festivals per capita, craft breweries and wineries per capita, and more.

Some of the best foodie cities in America include:

Portland, Ore. • Orlando, Fla. • Miami
San Francisco • Austin, Texas

Source: WalletHub, "2022's Best Foodie Cities In America," October 2022