



PRESS RELEASE

Takeout occasions are on the rise

Study conducted by Technomic reveals the latest trends and data on consumers' shifting behavior and attitudes toward takeout, including carryout, delivery and catering.

Chicago, Ill., Feb. 1, 2017: Consumers' increasing need for convenience is driving growth off premise. Compared to three years ago, 33% of consumers overall and 49% of those aged 18-34 say they are now purchasing food to go more often. Further, 19% of consumers purchase takeout from restaurants 10 or more times per month, up from 16% in 2013.

"As takeout becomes more widely available, ordering takeout is becoming more of a habit for consumers when they don't want or have time to cook, yet they also don't feel like dining in at a restaurant" explains Anne Mills, manager of consumer insights. "Takeout has the potential to drive additional traffic and sales rather than cannibalize dine-in revenue."

Key takeaways from the report include:

- Consumers are more likely to order carryout or delivery via a restaurant's mobile app or website than an online ordering platform
- A quarter (26%) of 18-34-year-olds say they are using third-party delivery more often now than one year ago
- Roughly a third of consumers aged 18-34 say they are highly likely to order takeout using chatbots or emojis via text or social media sites, if offered

Compiling findings from more than 1,500 consumers, as well as Technomic's Digital Resource Library and Consumer Brand Metrics, the comprehensive [2016 Takeout & Off-Premise Dining Consumer Trend Report](#) serves as a guide for foodservice operators and suppliers to understand consumer usage and attitudes toward off-premise occasions and to identify key areas of opportunity.

Technomic publishes a complete library of Consumer Trend Reports. To learn more, please visit Technomic.com or contact one of the individuals listed below.

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About Technomic

Only Technomic, a Winsight company, delivers a 360-degree view of the food industry. We impact growth and profitability for our clients by providing consumer-grounded vision and channel-relevant strategic insights. Our services range from major research studies and management consulting solutions to online databases and simple fact-finding assignments. Our clients include food manufacturers and distributors, restaurants and retailers, other foodservice organizations, and various institutions aligned with the food industry. Visit us at technomic.com.

About Winsight, LLC

Winsight, LLC is a business-to-business media and information services company specializing in the convenience-retailing, restaurant and noncommercial foodservice industries. Winsight has an extensive media portfolio including four publications, *CSP*, *Restaurant Business*, *FoodService Director* and *Convenience Store Products*, a suite of digital products including websites, e-newsletters (*Restaurant Business Daily* and *CSP Daily News*) and webinars, plus video

products, mobile and tablet apps, custom marketing solutions and the convenience-retailer intelligence tool, CSPedia. The Winsight Events group produces six exclusive, large-scale executive-level conferences—Restaurant Leadership Conference, FARE Conference, Outlook Leadership, Convenience Retailing University, FSTEC and MenuDirections—in addition to more than 12 major EduNetworking conferences and advisory meetings. Winsight recently acquired Technomic, Inc., a food industry provider of primary and secondary market information and advisory services. Winsight is a recognized leader in the markets it serves.

For more information on Winsight and its brands, go to WinsightMedia.com.



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