The DINING HABITS of GENERATIONS

X VS Y VS Z







BORN BETWEEN 1965-1980	BORN BETWEEN 1981-1996 AKA MILLENNIALS	BORN BETWEEN 1997-2012

TECHNOLOGY PLAYS A ROLE FROM BIRTH

Each generation's proficiency and aptitude for using technology as part of their dining experience has a lot to do with how long it's been a part of their lives.

Digital Immigrants *born in a non-digital era*

Digital Natives *born in a digital era*



GEN Y AND Z ARE THE TECHIEST DINERS



8 out of 10 are likely to order via tablet if it's offered.[1]



64% would choose to have a robot, self-driving car or drone deliver their food.[4]

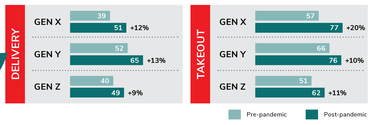


TO-GO IS A CONVENIENCE THAT'S HERE TO STAY

Across all generations, the convenience of takeout and delivery will continue to propel to-go services forward long after the pandemic is entirely behind us.

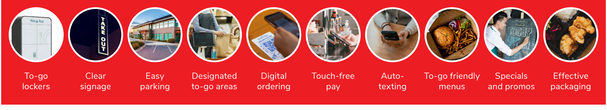
46% of diners don't expect their to-go habits to go back to pre-pandemic levels.[2]

Order to-go at least 1x per month (percent of diners)



OPPORTUNITY

Foodservice operations should embrace new tactics and tools to improve their to-go experience for all generations.

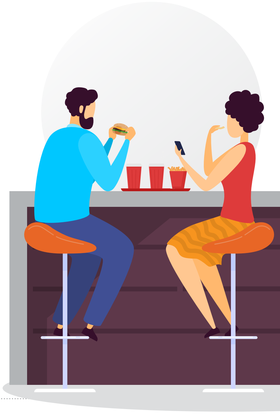


ON-PREMISE DINING PREFERENCES

Traditional dining experiences are still in demand, but that doesn't mean all generations look for the exact same qualities during a visit.

Diners who prefer a traditional on-premise experience where a server takes their order and brings the bill.[3]





WHAT'S VALUED IN AN ON-PREMISE EXPERIENCE?

GEN X[3]	GEN Y[4]	GEN Z[5]
Practicality	Personalization	Authenticity
Consistency	Uniqueness	Newness
Engagement	Speed	Social conduciveness

APPETITE FOR EMERGING TRENDS

Gen X diners are adopting the latest and greatest foodservice and menu trends, but not as aggressively as younger Gen Y and Z audiences.

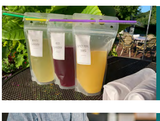


Would likely purchase a meal kit from a favorite restaurant.[1]

GEN X: **47%**
GEN Y: **77%**
GEN Z: **82%**

TAKEAWAY

Operators should no longer think about on-premise dining and at-home meal prep as an either-or decision for customers.



Are more likely to choose an establishment that offers to-go alcohol.[1]

GEN X: **48%**
GEN Y: **62%**
GEN Z: **70%**

TAKEAWAY

To-go alcohol trends show signs of sticking around beyond the pandemic and may be worth experimenting within states where they're permitted.



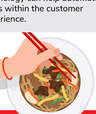
Likely to use new ordering and payment tech if offered.[1]

GEN X: **48%**
GEN Y: **64%**
GEN Z: **69%**

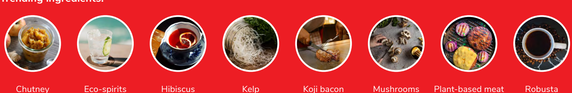
TAKEAWAY

Amidst labor shortages, operators should consider how technology can help automate areas within the customer experience.

70% of Gen X and Y enjoy trying new food and drink.[6]



Trending ingredients:[7]



1. National Restaurant Association, State of the Restaurant Industry 2022, Feb. 9, 2022.
2. Deloitte, The Restaurant of the Future Arrives Ahead of Schedule: Time to Get on Board, Oct. 26, 2020.
3. QSR, Don't Forget About Gen X Customers, Dec. 2019.
4. Emerald Insight, Generation Y's Dining Out Behavior, Jan. 20, 2021.
5. QSR, How to Win Gen Z in the Restaurant Business, April 2018.
6. NAFEM, Millennials & Gen Z Learn What They Need, Crave and Demand.
7. The New York Times, How Will Americans Eat in 2022? The Food Forecasters Speak, Dec. 28, 2021.