

EMERGING SEGMENTS ARE GAINING AWARENESS & GROWING

CONSUMERS EXPECT TO INCREASE PURCHASES



FOOD
HALL

+3



GHOST
RESTAURANT

+46



MEAL KIT

+12



FOOD
TRUCK

+10

CONVENIENCE & AFFORDABILITY DRIVE TRIAL

Convenient
Location

55%



Affordability

49%



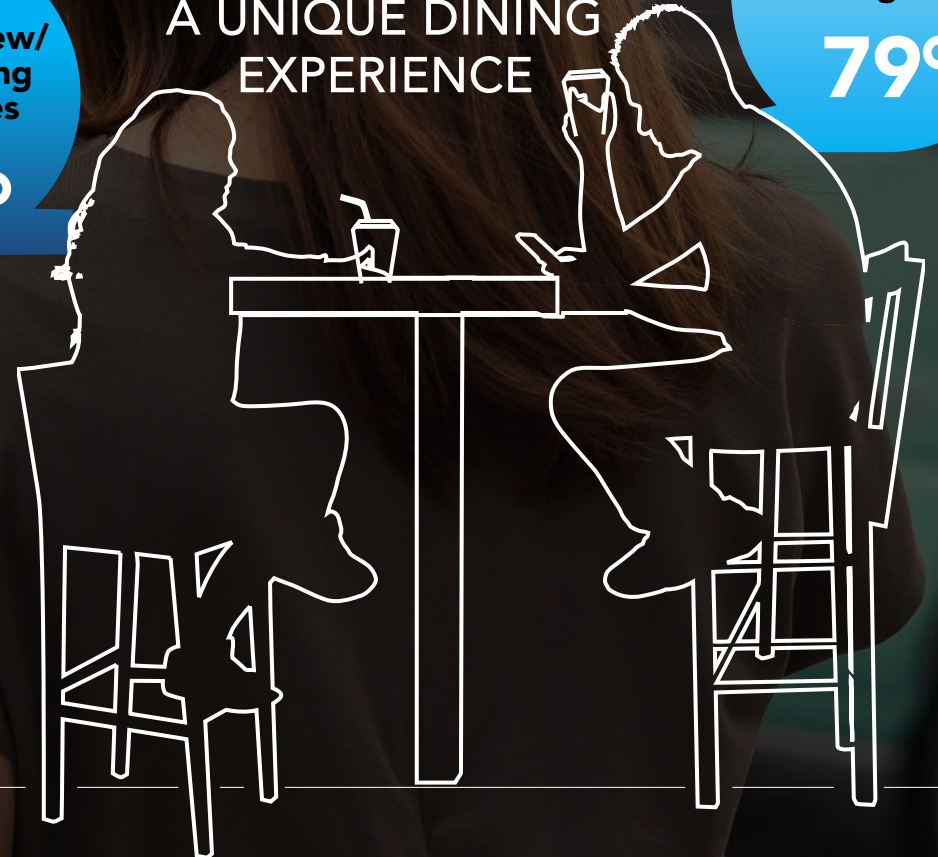
I seek out new/
unique dining
experiences

62%

CONSUMERS SEEK
A UNIQUE DINING
EXPERIENCE

I will try a
new food or
beverage once

79%



Source: *Opportunities in Emerging Foodservice Segments Report*, Foodservice IP (2019)