



RESTAURANT INDUSTRY
2020 FACTS

SALES
\$899 BILLION

LOCATIONS
1 MILLION+

EMPLOYEES
15.6 MILLION

2020 INDUSTRY SALES PROJECTION
\$899 BILLION

COMMERCIAL RESTAURANT SERVICES: \$828.8 BILLION

- EATING PLACES: \$617.5 BILLION
- BARS & TAVERNS: \$22.8 BILLION
- OTHER*: \$188.7 BILLION

NONCOMMERCIAL RESTAURANT SERVICES: \$66.9 BILLION

- MILITARY RESTAURANT SERVICES: \$3.0 BILLION

Note: Figures do not add precisely due to rounding.
*Includes managed services, lodging, retail, recreation, mobile and vending services.

RESTAURANT INDUSTRY'S SHARE OF THE FOOD DOLLAR

\$ \$

1955: 25% PRESENT: 51%

RESTAURANT INDUSTRY EMPLOYMENT

IN MILLIONS OF JOBS

12.2 15.6 17.2

2010 2020* 2030*

*Projected

RESTAURANT INDUSTRY SALES

IN BILLIONS OF CURRENT DOLLARS

\$43 \$120 \$239 \$379 \$590 \$899

1970 1980 1990 2000 2010 2020*

*Projected



NATIONAL RESTAURANT ASSOCIATION

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RESTAURANTS: OPPORTUNITY



More than 6 in 10 adults have worked in the restaurant industry at some point during their lives.

Nearly one-half of adults got their first job experience in a restaurant.

Restaurants are the top employers of teenagers in the economy — 1 in 3 employed teens work in the restaurant industry.

9 in 10 restaurant managers started in entry-level positions.



Restaurants employ more women managers than any other industry.

Restaurants employ more minority managers than any other industry.

8 in 10 restaurant owners say their first job in the restaurant industry was an entry-level position.

RESTAURANTS: ECONOMIC IMPACT



The total economic impact of the restaurant industry is more than \$2.5 trillion.

The restaurant industry is projected to employ 15.6 million people in 2020 — about one in 10 working Americans.

The restaurant industry is expected to add 1.6 million jobs over the next decade, with employment reaching 17.2 million by 2030.



More than 9 in 10 restaurants have fewer than 50 employees.

More than 7 in 10 restaurants are single-unit operations.

Sales per full-time-equivalent employee at eating-and-drinking places in 2019 were \$87,000.



CONSUMER TRENDS BY THE NUMBERS



63% Consumers who say they would rather spend money on an experience such as a restaurant or other activity, compared to purchasing an item from a store.

58% Consumers who say they are more likely to incorporate restaurant-prepared items — such as a main dish, side or dessert — into their home-prepared meals than they were two years ago.

52% Consumers who say purchasing takeout or delivery food is essential to the way they live.

58% Consumers who say they are more likely to have restaurant food delivered than they were two years ago.

56% Consumers (age 21+) who say they would be likely to order alcoholic beverages if they were offered as part of a food delivery order from a restaurant.

61% Employed adults who say they are more likely to pick up takeout food for dinner on the way home from work than they were two years ago.

76% Consumers who say they are more likely to visit a restaurant that offers locally sourced food.

68% Consumers who say they would be likely to take advantage of a house account if it was offered by a restaurant in their community.

48% Consumers who say the availability of discounts for dining on less busy days of the week would make them choose one restaurant over another.

49% Consumers who say they are likely to make a restaurant choice based on how much a restaurant supports charitable activities and the local community.