Many restaurant owners have a growth mindset for 2023. Nearly 3 in 4 operators say business conditions are already close to normal—a new, more positive normal—or are well on the path, and the focus is on sustaining growth in the coming year.

While the headwinds of 2022 will carry over into 2023, consumers’ desire for the restaurant experience is as strong as ever and will play a critical role in the industry’s recovery.
**State of the Restaurant Industry 2023**

**Operational Trends**
- **More than 9 in 10** operators who set up outdoor dining & 9 in 10 who started selling alcohol-to-go plan to keep doing so where permitted.
- **More than 4 in 10** operators plan to **invest in equipment or technology** to increase productivity in the front and back of house.
- Fullservice operators continue to keep menus **streamlined**.
- **60%** of fullservice operators say **delivery sales represent a larger proportion of sales volume** than in ’19.
- **Opportunities to increase revenues:** chef’s tables/tastings, cooking classes, selling branded wear, meal kits, meal subscriptions & promoting locally sourced fare.

**Consumer Trends**
- 66% of consumers are **more likely to order food for takeout** than they were in ’19.
- Consumers are comfortable with & **expect to be able to use technology** to order, pay, and earn points and rewards at restaurants.
- **64%** of consumers **consider restaurants essential to their lifestyle**.
- **55%** of consumers **consider takeout & delivery essential**.
- **Working from home is changing the way consumers use restaurants** and meal times are blurring into all-day dining.
- Discount/flexible pricing, loyalty programs, meal bundles & other value deals are attractive to consumers.
- 60% of fullservice operators say delivery sales represent a larger proportion of sales volume than in ’19.
- Opportunities to increase revenues: chef’s tables/tastings, cooking classes, selling branded wear, meal kits, meal subscriptions & promoting locally sourced fare.