



NATIONAL
RESTAURANT
ASSOCIATION

ECONOMIC CONTRIBUTIONS

OF THE RESTAURANT
& FOODSERVICE
INDUSTRY



NORTH CAROLINA

SUMMER
2025

In 2025, North Carolina's eating and drinking places are projected to contribute **\$46.58B in direct economic output** to the state's economy, support **482,573 jobs**, and deliver **\$14.69B in total labor income**, including wages, salaries, and proprietors' income, and benefits.

These contributions spur additional spending in the U.S. economy. When including indirect and induced impacts from employees, suppliers, and others in the surrounding area, the industry's total economic impact rises to **\$83.46B in output**, supporting **643,807 jobs**, and **\$26.49B in total labor income**.

The industry will also be a major source of public revenue. Direct contributions will total **\$5.63B in taxes** to all levels of government, including \$657.67M in county taxes, \$1.36B in state taxes and \$3.33B in federal taxes. With induced and indirect effects included, total contributions will reach **\$10.23B in taxes**, with \$1.17B in county taxes, \$2.46B in state taxes and \$6.11B in federal taxes.

NORTH CAROLINA – ECONOMIC CONTRIBUTIONS

BY TYPE OF EATING AND DRINKING PLACES, 2025

		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
FULL SERVICE RESTAURANTS	Direct	\$17.89B	191,795	\$5.98B	\$2.19B
	Total	\$32.14B	258,844	10.60B	\$3.94B
LIMITED-SERVICE RESTAURANTS	Direct	\$21.61B	202,974	\$5.48B	\$2.38B
	Total	\$39.94B	288,567	\$11.27B	\$4.53B
ALL OTHER EATING AND DRINKING PLACES	Direct	\$7.08B	87,804	\$3.24B	\$1.06B
	Total	\$12.98B	117,650	\$5.36B	\$1.83B

Source: National Restaurant Association calculations using 2023 IMPLAN data

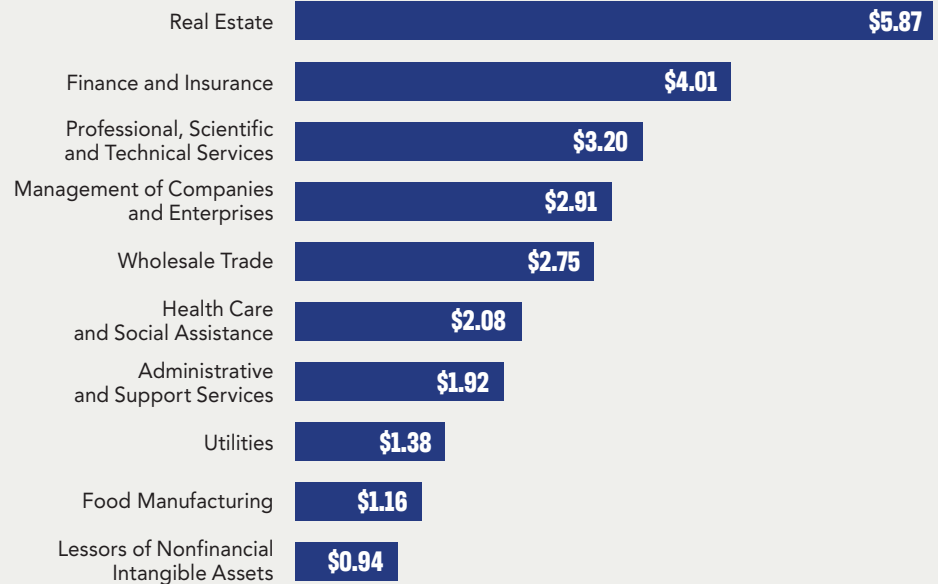
ECONOMIC CONTRIBUTIONS OF THE RESTAURANT & FOODSERVICE INDUSTRY



NORTH CAROLINA

NORTH CAROLINA LARGEST INDIRECT AND INDUCED OUTPUT IMPACTS

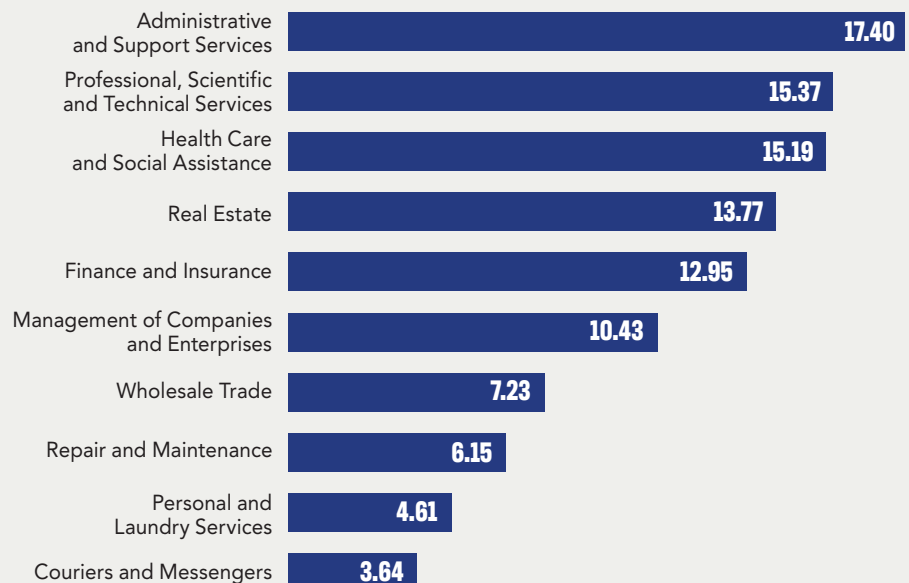
FROM EATING AND DRINKING PLACES, 2025 (IN BILLIONS OF DOLLARS)



Source: National Restaurant Association calculations using 2023 IMPLAN data

NORTH CAROLINA LARGEST INDIRECT AND INDUCED EMPLOYMENT IMPACTS

FROM EATING AND DRINKING PLACES, 2025 (IN THOUSANDS OF WORKERS)



Source: National Restaurant Association calculations using 2023 IMPLAN data

ECONOMIC CONTRIBUTIONS OF THE RESTAURANT & FOODSERVICE INDUSTRY



NORTH CAROLINA

NORTH CAROLINA CONGRESSIONAL DISTRICTS

ECONOMIC CONTRIBUTIONS FROM EATING AND DRINKING PLACES, 2025

CONGRESSIONAL DISTRICT		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
NC-01	Direct	\$2.70B	29,102	\$772.08M	\$309.98M
	Total	\$3.53B	33,058	\$976.89M	\$410.85M
NC-02	Direct	\$3.97B	39,099	\$1.38B	\$405.42M
	Total	\$5.14B	43,875	\$1.79B	\$524.45M
NC-03	Direct	\$3.38B	35,666	\$1.04B	\$394.67M
	Total	\$4.45B	41,121	\$1.31B	\$517.04M
NC-04	Direct	\$3.53B	33,892	\$1.26B	\$361.92M
	Total	\$4.44B	37,474	\$1.59B	\$459.01M
NC-05	Direct	\$2.82B	30,836	\$818.49M	\$297.14M
	Total	\$3.46B	33,732	\$995.01M	\$365.65M
NC-06	Direct	\$3.14B	33,227	\$945.73M	\$311.28M
	Total	\$3.60B	35,201	\$1.09B	\$362.49M
NC-07	Direct	\$3.71B	40,108	\$1.09B	\$416.41M
	Total	\$5.10B	46,671	\$1.44B	\$576.02M
NC-08	Direct	\$2.81B	29,443	\$834.28M	\$294.53M
	Total	\$3.39B	31,839	\$1.01B	\$360.48M
NC-09	Direct	\$3.58B	38,154	\$1.03B	\$364.25M
	Total	\$4.15B	40,742	\$1.19B	\$428.02M
NC-10	Direct	\$2.67B	28,214	\$803.55M	\$284.61M
	Total	\$3.34B	31,179	\$1.02B	\$362.43M
NC-11	Direct	\$3.60B	36,772	\$1.18B	\$456.69M
	Total	\$5.35B	45,919	\$1.68B	\$666.35M
NC-12	Direct	\$4.50B	44,118	\$1.63B	\$460.90M
	Total	\$5.71B	48,729	\$2.10B	\$589.08M
NC-13	Direct	\$2.60B	26,961	\$795.22M	\$270.68M
	Total	\$2.98B	28,614	\$899.23M	\$313.42M
NC-14	Direct	\$3.56B	36,980	\$1.12B	\$346.97M
	Total	\$4.17B	39,387	\$1.32B	\$412.71M

Source: National Restaurant Association calculations using 2023 IMPLAN data

ECONOMIC CONTRIBUTIONS OF THE RESTAURANT & FOODSERVICE INDUSTRY



NORTH CAROLINA

NORTH CAROLINA METROPOLITAN STATISTICAL AREAS

ECONOMIC CONTRIBUTIONS FROM EATING AND DRINKING PLACES, 2025

MSAs		OUTPUT	EMPLOYMENT	LABOR INCOME	TAXES
ASHEVILLE	Direct	\$2.24B	22,245	\$754.94M	\$277.91M
	Total	\$3.52B	28,802	\$1.14B	\$433.80M
BURLINGTON	Direct	\$775.78M	8,281	\$226.12M	\$88.40M
	Total	\$1.06B	9,803	\$308.99M	\$123.65M
CHARLOTTE CONCORD- GASTONIA, NC-SC	Direct	\$12.90B	130,745	\$4.23B	\$1.56B
	Total	\$22.95B	172,885	\$7.73B	\$2.82B
DURHAM-CHAPEL HILL	Direct	\$2.79B	26,562	\$1.00B	\$303.13M
	Total	\$4.08B	31,832	\$1.47B	\$448.01M
FAYETTEVILLE	Direct	\$1.47B	16,555	\$388.75M	\$149.55M
	Total	\$1.92B	18,949	\$497.56M	\$199.45M
GOLDSBORO	Direct	\$449.24M	5,035	\$117.43M	\$50.29M
	Total	\$619.31M	5,900	\$164.30M	\$71.61M
GREENSBORO-HIGH POINT	Direct	\$3.22B	34,753	\$934.29M	\$367.58M
	Total	\$5.14B	44,087	\$1.52B	\$602.30M
GREENVILLE	Direct	\$896.69M	9,852	\$266.23M	\$104.08M
	Total	\$1.29B	11,791	\$383.06M	\$150.36M
HICKORY-LENOIR- MORGANTOWN	Direct	\$1.30B	14,307	\$357.48M	\$150.64M
	Total	\$1.87B	17,305	\$533.60M	\$224.68M
JACKSONVILLE	Direct	\$881.16M	9,668	\$246.82M	\$95.09M
	Total	\$1.17B	11,214	\$315.11M	\$122.83M
MYRTLE BEACH- CONWAY-NORTH MYRTLE BEACH, SC	Direct	\$2.99B	30,413	\$986.25M	\$458.97M
	Total	\$4.42B	37,726	\$1.37B	\$651.31M
PINEHURST- SOUTHERN PINES	Direct	\$459.47M	4,979	\$140.83M	\$52.13M
	Total	\$60.02M	6,035	\$203.61M	\$75.99M
RALEIGH-CARY	Direct	\$7.04B	69,992	\$2.39B	\$816.12M
	Total	\$11.91B	90,983	\$4.04B	\$1.39B
ROCKY MOUNT	Direct	\$507.91M	5,411	\$146.43M	\$60.06M
	Total	\$690.78M	6,367	\$193.49M	\$83.70M
VIRGINIA BEACH- CHESAPEAKE- NORFOLK, VA-NC	Direct	\$8.21B	82,362	\$2.42B	\$1.23B
	Total	\$13.16B	106,245	\$3.88B	\$1.89B
WILMINGTON	Direct	\$2.48B	26,432	\$761.51M	\$303.48M
	Total	\$3.93B	33,500	\$1.17B	\$478.79M
WINSTON-SALEM	Direct	\$2.72B	28,378	\$823.01M	\$318.33M
	Total	\$4.26B	35,703	\$1.32B	\$513.75M

Source: National Restaurant Association calculations using 2023 IMPLAN data

For an overview of the modeling of the Economic Contributions of the Restaurant and Foodservice Industry fact sheets and official definitions for the North American Industry Classification System (NAICS) go to restaurant.org/statestatistics.