



Holiday Dining Trends: Consumers Let Restaurants Do The Cooking to Celebrate and Save Time

[MINNEAPOLIS, MINNESOTA] (DECEMBER 11, 2023) – The holiday season is a busy time for restaurants as more consumers are opting to dine out or order in, according to a new survey by the National Restaurant Association. The survey found that two-thirds (63 percent) of adults plan to eat out during the next several weeks and half (48 percent) plan to order takeout or delivery.

Restaurants offer convenience and quality for consumers who want to enjoy their meals at home without the hassle of cooking. The survey revealed that 66 percent of those who order from a restaurant will order the entire meal, while others will rely on restaurants for the main course (89 percent), sides (86 percent), appetizers (74 percent), or desserts (63 percent).

Social Media and Generational Preferences

Social media platforms like TikTok have been influencing the culinary choices of consumers, as shown in the National Restaurant Association's 2024 [What's Hot Culinary Forecast](#). Restaurant owners, operators, and chefs should take note of the social trends and offer dishes that are new, familiar, cozy, and shareable – perfect for the holiday season. Millennials are keen to try new foods and are the most likely (91 percent) to order the main course from a restaurant.

The survey also found some generational differences in how and why consumers choose restaurants during the holidays:

- Millennials value takeout or delivery options more than baby boomers, with 82 percent versus 53 percent saying it is important when choosing a restaurant.
- Millennials are also more likely to avoid grocery shopping during busy times by using a restaurant, with 75 percent agreeing with this statement, compared to 65 percent of Gen Z and 57 percent of baby boomers.
- Baby boomers are the least likely to let restaurants do their cooking, with 72 percent saying they will dine out or order in, while Gen Z is the most likely, with 86 percent.

The National Restaurant Association conducted an online survey of 1,010 adults nationwide on November 10-12, 2023.

Hospitality Minnesota – The Lodging, Restaurant, Resort and Campground Association

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