

SIGEP
VISION

RESTAURANTS TRENDS SHAPING THE FUTURE

POWERED BY



1 360° Full Experience

Customers nowadays associate the **quality** of their meals with the overall **experience**.

While providing product quality perception is a must-have, the **dining out experience needs to be conveyed with additional elements** such as servicing and ambience in order to keep clients loyal in a slow growing market.

Manufacturers need to think about **continuous innovation** as well as tailored offer for different restaurant concepts and consumer targets

67%

of EU consumers said that **food quality** is the most important area to invest in



2 Blurred Restaurant Boundaries

The boundaries between restaurants and retail are fading. At different levels, **foodservice offer is entering into retail.**

Traditional brick-and-mortar stores are undergoing a crucial transformation to stay relevant amid the rise of online shopping.

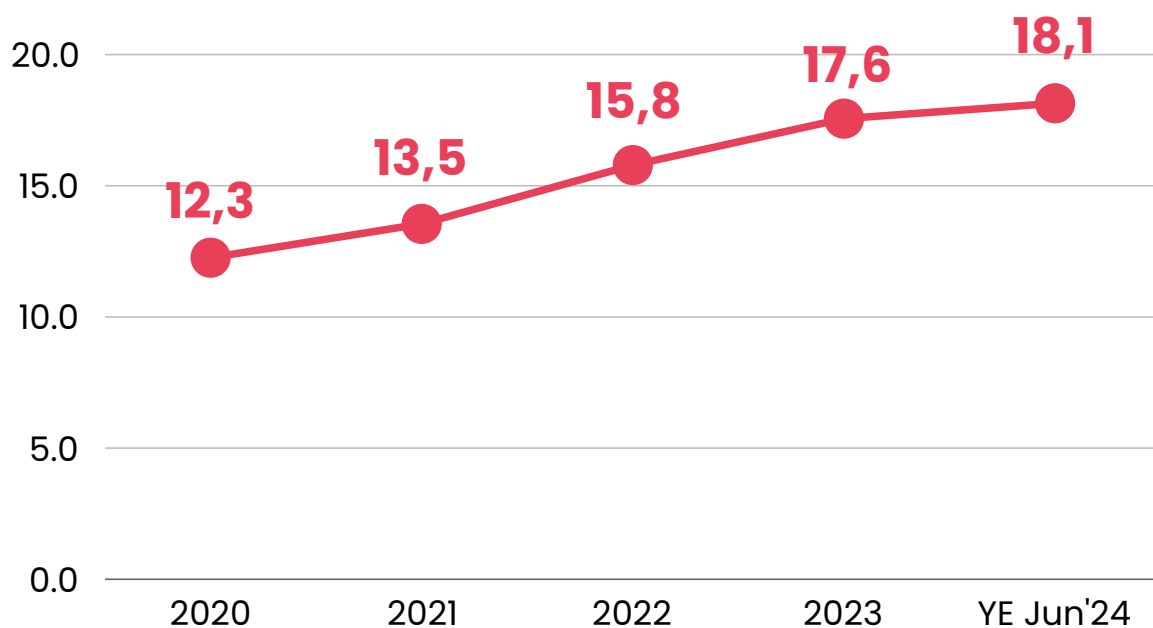
This shift goes from offering **ready-to-eat products** to the creation of "**multi-concept**" **shops**, seamlessly merging food service, retail, and other innovative offerings.

Manufactures should consider opportunities for ready-to-eat products in retail but also differentiating offer for operators competing now against more players



Blurred Restaurant Boundaries

**Ready-to-Eat
Retail Spend in Foodservice (bn €)**



Shop-in-Shop co-op Retailer & FS

Retailer own Foodservice stores

In-store Ready-to-Eat categories/area

Restaurant Brand Ready-to-Eat food

Co-op with brands outside foodservice

3 Holistic Sustainability

Holistic sustainability involves three interconnected pillars: economic, social, and environmental.

While **environmental** sustainability has become a must-have over the past years also in restaurants, consumers are increasing their attention to **economic** and **social** aspects. Sustainability storytelling should also consider elements such as social impact and inclusion to enrich customer experience.

Product positioning can help operator enrich the sustainability storytelling to provide a full consumer experience

44%

of EU consumers are more loyal to restaurants that care about sustainability



4 AI goes to Restaurants

Artificial Intelligence is getting into the restaurant business from different angles providing benefits to operators and manufactures but also **changing and improving the customer experience**.

Examples are AI insights to better understand customers needs or AI-driven **tailored offer** based on consumer behaviors and choices.

The door to AI Universe has just been opened and there is yet a lot to explore but the direction seems toward a **hyper-personalized offer tailored on AI-based algorithms**.

66%

of EU consumers consider restaurants as innovative space and look for improved experience





Follow SIGEP Vision

SIGEP Vision offers a fundamental opportunity to explore **what is trending in the Foodservice Industry**. Expressed across a rich program of initiatives, SIGEP Vision is both a concept and a physical space that provides participants with a privileged insight into the future of the entire sector.

Through collaboration with research institutes, SIGEP VISION serves as a **global observatory** of the Out-of-Home industry, providing **trends** and updated **data** throughout the year. SIGEP thus confirms itself as a true melting pot of know-how, technologies and innovation. What happens here is the key to tomorrow's winning concepts.

FOLLOW SIGEP VISION AND STAY AHEAD IN THE INDUSTRY.

ABOUT CIRCANA:

Circana is a leading advisor on the complexity of consumer behavior, formed in 2023 through the merger of IRI and The NPD Group.

The company offers comprehensive data, advanced analytics, and deep industry expertise to help clients understand market dynamics and drive business growth. By tracking millions of products, Circana empowers businesses to make informed decisions and optimize their strategies in an ever-evolving marketplace.

The logo features the word "SIGEP" in a large, white, stylized sans-serif font. The letters "S", "I", and "G" have a double-line outline, while "E" and "P" have a single-line outline. Below "SIGEP" are two horizontal white lines. To the right of these lines, the word "WORLD" is written in a smaller, white, all-caps sans-serif font.

SIGEP
WORLD