



# Consumer Foodservice By Location in the US

March 2026

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## Consumer Foodservice By Location in the US - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Digital integration and growth in leisure locations: Leading the next wave of foodservice growth

#### INDUSTRY PERFORMANCE

Leisure locations continue to see food and beverage sales grow rapidly

Standalone remains dominant, but other locations present a challenge

"Eat-in delivery" model is increasingly evident

#### WHAT'S NEXT?

Eating on-the-go continues to improve, but so too does the level of bifurcation

Standalone foodservice will continue to lean into the value of convenience

US consumer foodservice faces an uncertain future, but one with increased variety

International cuisine will remain in focus between immigration policy and the forthcoming World Cup

#### COMPETITIVE LANDSCAPE

Mixed environment for convenience stores amid challenges

Standalone foodservice increasingly turns to the digital realm to drive foot traffic

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## [Consumer Foodservice in the US - Industry Overview](#)

### EXECUTIVE SUMMARY

Macroeconomic and policy disruptions reshape consumer foodservice

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Navigating operational volatility and the premiumisation of value

Brands adapt to capture value-conscious diners demanding convenience  
Loyalty programmes and experiences connect with customers in a price-sensitive world

## WHAT'S NEXT?

Challenges abound, but US consumers still love to eat  
The legacy of GLP-1  
Sustainability and health policy shifts

## COMPETITIVE LANDSCAPE

The golden arches remain important in consumer foodservice in the US  
Dutch Bros continues to see the winds blow in its favour  
K-Brands and beyond continue to push experiential dining in the US market

## CHANNELS

Chained and independent operators continue to face bankruptcy and closures  
Delivery is automating to try and overcome human sentiment about delivery fees

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-foodservice-by-location-in-the-us/report](http://www.euromonitor.com/consumer-foodservice-by-location-in-the-us/report).