



# Top Five Trends in Consumer Foodservice

April 2026

Table of Contents

## TOP FIVE TRENDS IN CONSUMER FOODSERVICE

Our expert's view of Consumer Foodservice in 2026

Key findings

### INTRODUCTION

Consumer foodservice recovery plateaus as discretionary spending is stressed

Top five trends in Consumer Foodservice

Top five trends uncovered

### WELLNESS AS INNOVATION

Foodservice operators are taking operational cues from the packaged food playbook

Ital'in Green: Balance without sacrificing flavour or convenience

Sweetgreen: Embracing macronutrient maximalism

Organic growth possible by prioritising healthy menus

### HYPERLOCAL FLAVOURS FOR GLOBAL CONSUMERS

Broader palates are proving more adventurous and inquisitive

FlavourTok : How a smaller world circulates food trends faster

Ixchel: Finding Jalisco in South Korea

Culinary variety affords success for both new and established outlet concepts

### THE NEW FRONTIER OF BEVERAGE CONCEPTS AND OCCASIONS

A consumer thirst for drink customisation is being met with competitive fervour

abCoffee : Growing coffee consumption in a growth economy

Daybright : Chick-fil-A stretches its wings into beverages

Incremental success means expanding outside traditional mealtimes and formats

### THE TUG OF WAR BETWEEN CONVENIENCE AND FEES

Consumers bemoan rising costs but still choose instant gratification

Grubhub offers to "Eat the Fees"

Caution critical as the price ceiling for online delivery may come quickly

### EVOLVING LOYALTY FROM REBATE TO RESONANCE

App fatigue means foodservice operators must fight harder to secure share-of-screen

Starbucks Rewards: Revitalisation by reflecting consumer feedback

McDonald's Ready on Arrival: Leveraging loyalty for just-in-time fulfilment

Foodservice loyalty success requires proactive and deliberate transformation

### CONCLUSION

Future implications

Opportunities for growth

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