

Global Trends

Adaptations to address disruptors in the
industry



Irish Foodservice Market Insights

NOVEMBER 2018



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

www.bordbia.ie

Irish Foodservice

Market

NOVEMBER 2018

**Last year we
identified 9
critical strategic
issues**



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NOVEM

**We want to revisit
some of those to
observe how the
global foodservice
industry has evolved**



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Market Conditions

Labor

- Lack of skilled employees
- Rising wages
- Aging populations
- Gig economy draining labor pool

“Japanese restaurants cut working hours as labor shortage deepens”

—Nikkei, February 2019

“Will restaurant automation solve the industry’s labor problem?”

—Modern Restaurant Management, May 2019

Going Staffless



Rent

- Increasing in major metro areas
- Particularly impacting casual dining in parts of world
- Disposal of high-rent locations
- Creates need to generate additional revenues per square foot

84%

of operators in London area say current rents and rates are too high or unsustainable

Shared Spaces



Unconventional Players

- Retail
- Delivery
- E-commerce
- Nontraditional



Consumer Evolution

Increasingly Casual

- Sit-down dining less formal
- Fast-casual format
- Food trucks
- Nontraditional dining spaces

CENTRAL
FOOD HALL
AT
PCM



Off-Premise Growth

- Takeout and delivery
- Food on demand
- Tech-enabled convenience
- Young diners skew higher



28%

of all food purchases at restaurants globally are for takeout, up from 27% in 2018



26%

of all food purchases at restaurants globally are for delivery, up from 25% in 2018

Hurried Lifestyle

- Grab-and-go cases
- Dedicated pickup areas
- Transit kiosks
- Vending

81%

of consumers globally say fast service is important at full service, up from 75% in 2018

83%

of consumers globally say fast service is important at limited service, up from 79% in 2018



**Built for
Speed**

VIPS My No.1 Steakhouse

빚스 제일제당센터점

GRAB&GO

빚스가 또(빚또..!) 일을 냈습니다. 호우!
빚스가 새롭게 선보이는 Fresh-UP 매장!
첫 번째로 제일제당센터점이 ★간택★됐어요

Adding Grab-and-Go

Experience

- Instagrammable spaces
- Quiet/relaxation
- Work
- Entertainment
- New technologies

69%

of consumers globally say that visiting a restaurant is a form of entertainment to them

38%

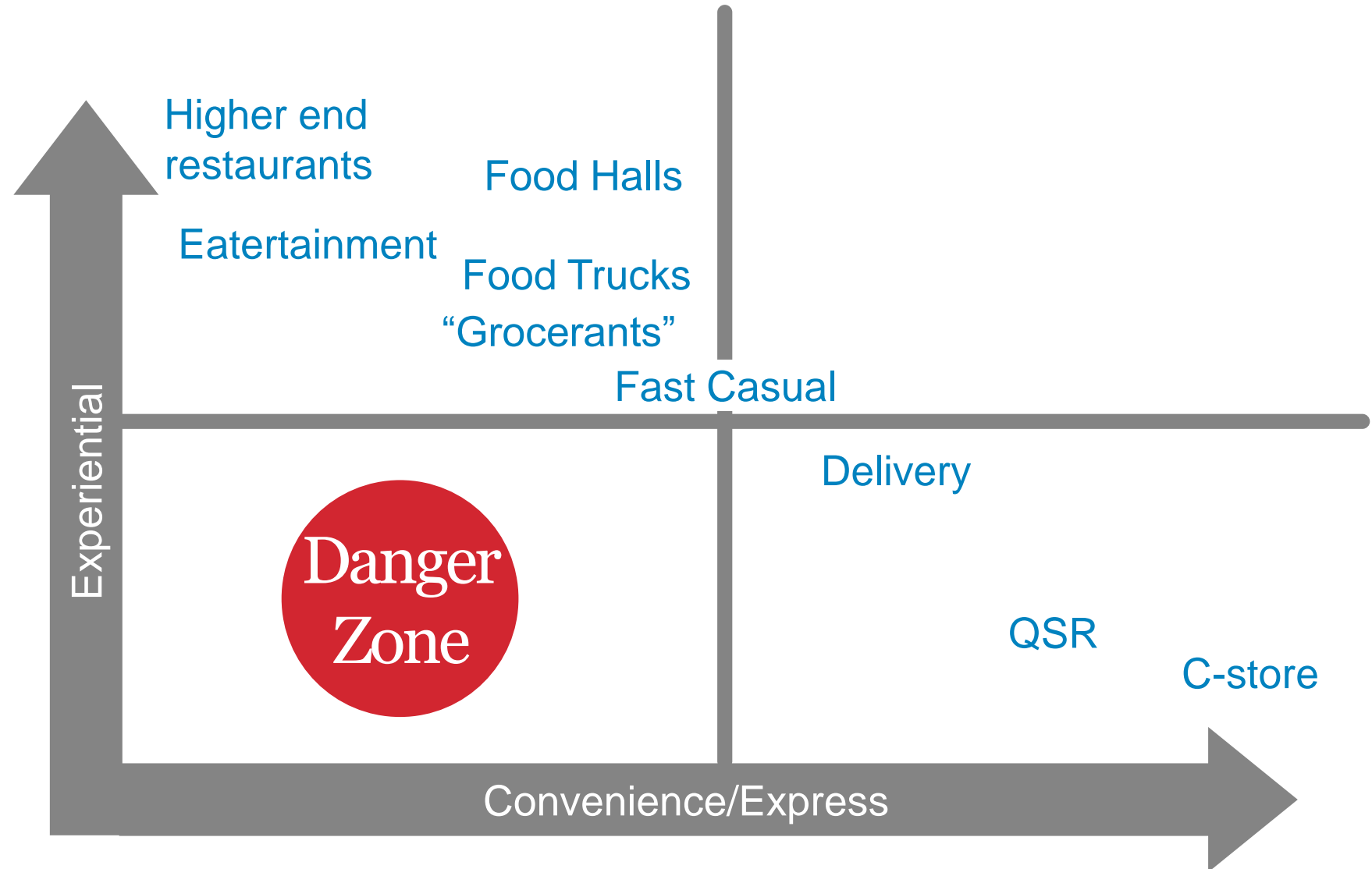
of consumers globally use a mobile phone to post pictures of their restaurant food or drink on social media

Enhanced Experience: Timbre+



Need to Define Value More Than Ever

Avoid the Middle



Technology Disruption

Delivery Boom

- **Third party is global**
- **Cloud kitchens**
- **Delivery-only brands**
- **Large unmet demand**

47%

of consumers globally say they are ordering restaurant delivery more than they were two years ago, up from 43% in 2018

25%

of restaurant orders globally are for delivery compared to dine-in or takeout, up from 24% in 2018



caviar



SKIP the DISHES



deliveroo



delivery.com
Your neighborhood. Delivered.



Delivery Hero



UBER
eats

foodpanda





Virtual Brands

Delivery Kitchens Emerging as a New Opportunity (Or Threat)



UBER
EATS



ke'atz



kitchen united

CULINARY ON DEMAND

CLOUD
KITCHENS



Dedicated Collection

Kiosk Terminals

- Impact on labor
- More customization
- Individualized interaction
- Loyalty tie-in



Consumer- Facing Technology



On the Horizon

Global Themes

- Delivery kitchens proving viable format
- Operators meet guests where they are
- Multifunctionality increasingly important
- Reducing complexity at front and back of house

“None of this is easy. With the addition of the app, delivery, kiosks and now online ordering, we continue to add complexity to our already-busy Shacks.”

—Randy Garutti, CEO,
Shake Shack

Dynamic Sharing



夜だけ営業しているバーの

昼間の時間を貸し出して、

カレーやサンドイッチなどの

ランチ営業がすぐにはじめられる!



※写真はイメージです

The Lean Model



Shipping Containers





Innovative Experiences

Takeaways

A background image of a bar scene. In the center, a bartender is pouring a light-colored beverage from a pitcher into a glass. To the left, there are several glasses of beer. In the foreground, there are more glasses, including one with a red drink and another with a white drink. The scene is dimly lit, typical of a bar environment.

Being Ahead of Trends Is Critical to the “Winning Restaurant Formula”

- Local focus
- Commitment to culture
- Tech-enabled
- Community support
- Craft
- Transparent
- Simple
- Differentiation
- Better/healthy fit
- Broader beverage focus
- Clean food

Final Thoughts



Venues,
equipment and
packaging
becoming more
multifunctional



Sustainability
and reducing
environmental
impact
emerging
considerations



Constant
transition
creates need to
be more flexible
and future-
proof



Partnerships
and
collaboration
are the new
norm



Engagement is
key for the
consumer

Thank you!



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