

2024 Gen Z Diner Trends Report

A Survey of American Consumer Habits



Introduction

In the face of high inflation and economic uncertainty, the past year has seen many consumers shift their dining habits and trim their restaurant budgets. However, one exception to this rule is Gen Z, which is a group that has continued dining in and ordering takeout and delivery more frequently than any other generation, while also spending more each time, on average.

On the whole, Gen Z diners are on the lookout for restaurants that can provide quick and convenient service, accommodate their dietary preferences, and deliver the best value for their dollar. These preferences are paired with an openness to technology and a strong reliance on online sources of validation, like social media.

To better understand these emerging dining trends among Gen Z consumers, we surveyed Gen Z diners from across the U.S. Our findings provide a wealth of insight into the habits, behaviors, and preferences of Gen Z diners, and reveal what restaurant operators should look out for in 2024 and beyond.

Objective

This report provides restaurant owners, operators, and other restaurant industry professionals with an in-depth look at how Gen Z diner habits and preferences are changing, and what younger diners want out of their dining experiences today. Armed with this information, restaurateurs will be able to:

1 Better navigate current challenges

2 Anticipate emerging trends

3 Identify new solutions to provide the best possible guest experience

Methodology

As part of our larger, [2024 Diner Trend Report](#), we partnered with research firm [Maru/Matchbox](#) to survey 1,500 diners in the U.S. Our research was conducted from September 12th to September 21st, 2023. Survey results are accurate +/- 3% for the general population of American diners.



[Read the Full Report](#)

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Report Highlights

Our respondents gave us insightful information to understand what today's diners, specifically Gen Z diners, are looking for from restaurants, and what keeps them continuing to dine in and order takeout/delivery. If restaurateurs can navigate through the uncertain economic landscape, while tapping into the needs of Gen Z diners, they'll build a loyal audience for years to come.

Here's a preview of some of our key findings about Gen Z diners:

Step Aside, Gen Z Has Arrived

64% of Gen Z are dining out weekly or more often, meaning they eat out more frequently than any other generation. In fact, Gen Z consumers are spending more of their disposable income on eating out, despite high inflation and stagnant wages. So while this younger generation may be value-conscious, they aren't letting that stop them from visiting the restaurants they love.

64%

of Gen Z dines out weekly or more often

Time is of the Essence for Gen Z

Unlike other generations, the majority of Gen Z (46%) prefer to get their to-go orders via delivery over other methods like pick-up, through the drive-thru, or walk-in. This is likely driven by Gen Z's love of the convenience that delivery offers, their familiarity with using technology, and their willingness to pay more to save time.

46%

of Gen Z prefer delivery over other methods for to-go orders

Menu Price Hikes Cause Concern

Though Gen Z spends the most at restaurants, this group is not immune to price increases. In fact, 40% of Gen Z say that menu price increases would *significantly* impact their interest to dine at a restaurant. So while Gen Z enjoys dining out more often than any other generation, it's clear that this group is also value conscious and price sensitive.

40%

of Gen Z say menu price hikes would *significantly* impact their interest to dine

Increasing Demand for Personalized Loyalty Programs

Loyalty programs are especially popular with younger diners, with 42% Gen Z reporting that they are part of a loyalty program and 53% of them engaging with these programs weekly or more often. Additionally, Gen Z tends to gravitate more towards loyalty programs that deliver a customized and personalized experience, compared to their counterparts.

42%

of Gen Z are part of a restaurant loyalty program

What Diners Want: Frequency and Preferences



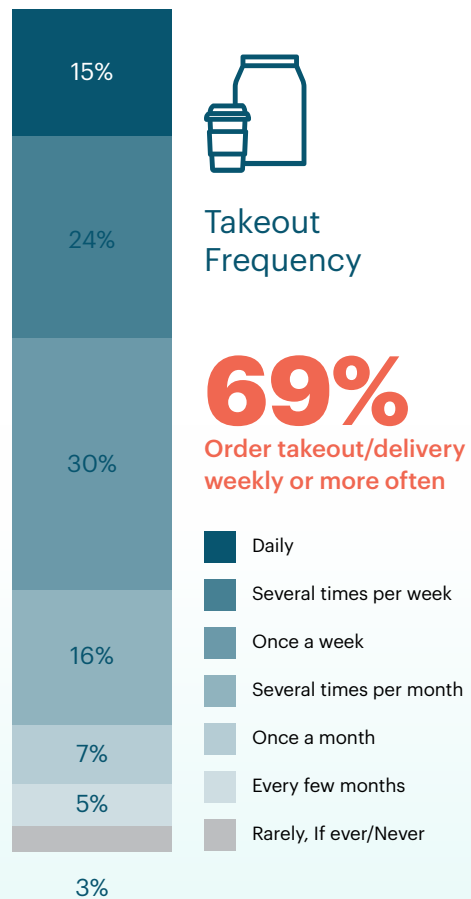
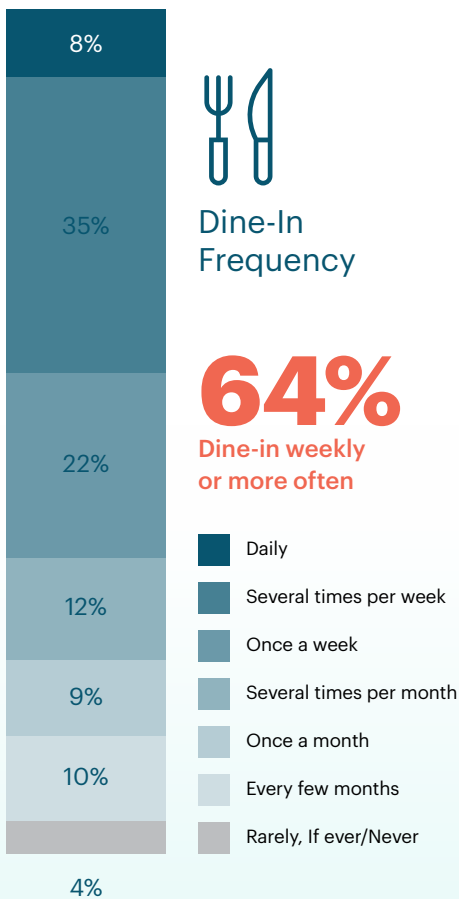
Dine-In and Takeout Frequency

The Driving Force Behind Dine-In and Takeout

Gen Z's monetary contribution to the restaurant industry is significant as this group dines in and orders takeout more so than any other generation. 64% of Gen Z diners in the U.S. say they dine-in at a restaurant once a week or more often. Similarly, 69% of Gen Z say they order takeout and delivery at the same frequency.

And when they do order, Gen Z diners are spending a *lot*. On average, Gen Z consumers spend \$51 each time they dine-in and \$36 each time they order takeout or delivery. In both instances, Gen Z spends more than the average compared to other generations.

This makes sense, as younger generations, specifically Gen Z, are known to have more disposable income available to spend on dining in and ordering takeout and delivery. If Gen Z is able to power through the current economic uncertainty, restaurant operators may see an opportunity to capitalize on this very lucrative group of diners whose spending power is only increasing over time.



Average Dine-In Spend

Gen Z	Millennials	Gen X	Boomers
\$51▲	\$50	\$49	\$45

Average Takeout Spend

Gen Z	Millennials	Gen X	Boomers
\$36▲	\$34	\$31	\$26

Hungry for Speedy and Casual Dining Experiences

Gen Z is hungry for quick, convenient, and casual eating experiences, with 34% of Gen Z saying they seek out fast casual restaurants the most often when dining out – a trend likely driven by Gen Z's preference for quick and casual social meetups. In today's day and age, where Gen Z is accustomed to getting things when they want it and where they want it, they expect fast and convenient service. This is an experience fast casual venues excel in, which can explain why Gen Z favors fast casual restaurants over FSR concepts.

Types of Restaurants Gen Z Looks for the Most Often

Fast casual	34%
Family style	26%
Bar/grill	15%
Fast Food	10%
Fine dining	11%
Brasserie/bistro/cafe	4%



A More Adventurous Bunch

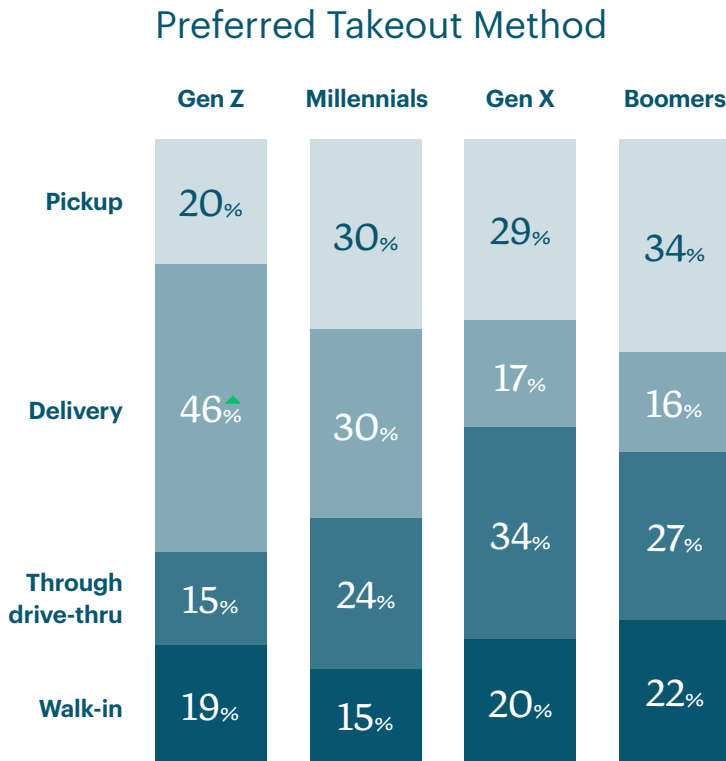
Unlike older diners, Gen Z is a big fan of venturing out and trying new restaurants. In fact, more than a quarter (27%) say they visit new restaurants *several* times per week, while 0% of Boomers say the same. While Boomers tend to stick to what they know and enjoy, Gen Z diners are more open to trying new spots and doing so more often. Therefore, restaurant operators can target their marketing efforts to younger diners, specifically Gen Z, who may be more receptive to trying venues outside of their comfort zone.



Frequency of Visiting New Restaurants



Takeout & Delivery Preferences



46%
of Gen Z
prefer delivery
(vs. 27% in 2022)

Dash Meals Right to Gen Z's Doorsteps

Delivery is the takeout option of choice for Gen Z consumers. In fact, 46% of Gen Z say they prefer delivery over other takeout methods, which is a 19% increase compared to the year prior. While other generations largely prefer pickup or grabbing takeout through the drive thru, Gen Z's familiarity with technology, plus the added convenience of delivery, makes this method a more attractive option.

As for *how* they're placing these orders, 23% of Gen Z orders through the restaurant's own app and 21% through third-party apps. And of these third-party apps, DoorDash is the clear favorite, with 87% of Gen Z reporting that they use the platform.

Ultimately, Gen Z's love of delivery signals an important opportunity for restaurateurs to hone-in on their delivery platform, whether that's through their own app or through a third-party.

Popularity of Third-Party Ordering Apps Among Gen Z

DOORDASH	87%
Uber Eats	78%
GRUBHUB	40%
Postmates	27%
delivery.com	39%
RITUAL	17%
SKIP <small>THE</small> DISHES	8%

Dine-In Preferences

Connected Online, but Still Craving Offline Connections

It's no surprise that Gen Z is more open to technology, as they have grown up being surrounded by it. So when it comes to dining in, Gen Z tends to be more open to having technology incorporated in the dining experience. 15% of Gen Z actually prefer ordering through a QR code and 25% prefer ordering through an iPad or tablet, which is more than other generations, and demonstrates Gen Z's comfortability with technology in the dining room.

This comfort with restaurant tech is also reflected in the checkout experience, as Gen Z is more accepting of having their payments processed using self-serve technology than any other generation. More than a third (35%) of Gen Z diners prefer checkout via QR code payment at the table, compared to 17% of Gen X and just 5% of Boomers.

Preferred Payment Experience



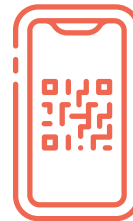
Server takes the payment and processes it away from the table

29% Gen Z
60% Boomers



Server brings a handheld payment terminal to the table

36% Gen Z
35% Boomers



Self-checkout via QR code payment at the table

35% Gen Z
5% Boomers

Preferred Method of Placing an Order When Dining In

	Gen Z	Millennials	Gen X	Boomers
Through a self-serve kiosk	6%	6%	3%	1%
Through a QR code (to view menu and place order)	15%	7%	1%	1%
Through an iPad or tablet at the tables	25%	11%	2%	0%
Viewing a physical menu and speaking directly with a server	53%	76%	92%	98%
Other	0%	0%	2%	1%



Although Gen Z as a whole is generally more open to restaurant technology, this doesn't mean they want a fully automated dining experience. 53% of Gen Z diners still prefer viewing a physical menu and speaking directly to a server when they dine-in at a restaurant.

This suggests that Gen Z still very much values the human experience and connection as part of their dining experience, so it can be critical to find the right balance between utilizing technology to achieve efficiency, without compromising hospitality.

53% 

of Gen Z prefer to view a physical menu and speak directly with a server

36% 

of Gen Z prefer a server to bring a handheld payment terminal to the table

No Reservations About Making Reservations

When Gen Z diners make the decision to dine in, they're more likely to be making reservations than any other generation, with 59% of Gen Zs saying they *occasionally* make a reservation.

So, how important is the ability to make a reservation for Gen Z? Close to over two-thirds (69%) of Gen Z diners indicate that it is an important factor in their decision to dine at a restaurant. Therefore, taking reservations can be important, especially if a venue specifically caters to the Gen Z audience.

In terms of how Gen Z makes reservations, 64% of Gen Z say they prefer to call in to make a reservation, 41% use Google, and 52% use the restaurant's website. This indicates to restaurant operators that while Gen Z appreciates reservations technology and the convenience it offers, this group of diners still sees the value of communicating directly with restaurant staff, whether that's to ask a question, address a concern, or simply to secure their preferred time.



How Often Gen Z Makes Reservations

59%
Occasionally

11%
Always or most of the time

20%
Rarely

10%
Never

How Diners Decide: Decision-Makers & Motivators



Decision-Making Factors

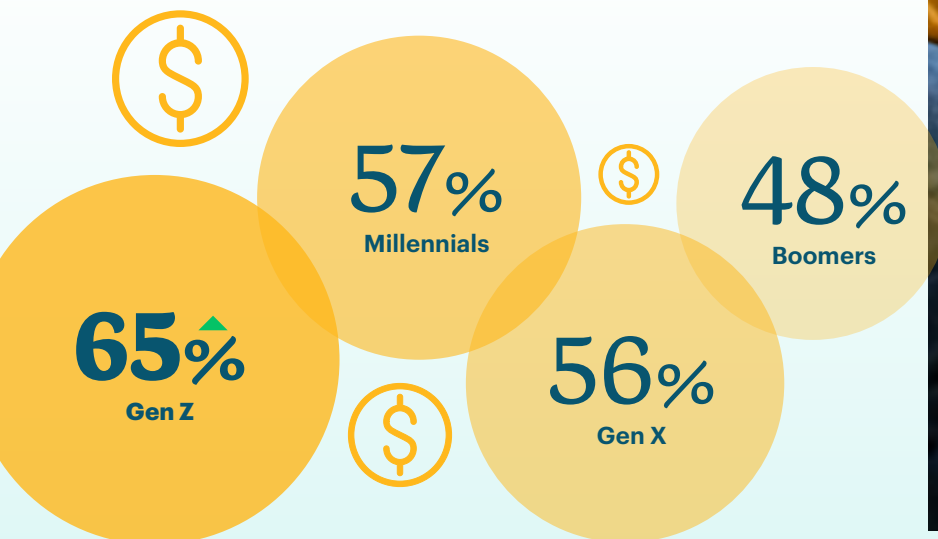
Best Bang for Your Buck

Who doesn't love a good deal? Gen Z sure does! Gen Z may have more disposable income, but they do not sway away from a good deal or special, and they place a great emphasis on value for money.

46% of Gen Z diners value deals and specials as a deciding factor in whether they choose to dine somewhere, which is higher than other generations. In addition, 65% of Gen Z also indicated that they use value for their money to decide whether or not to dine at a particular restaurant, which is higher than older respondents.

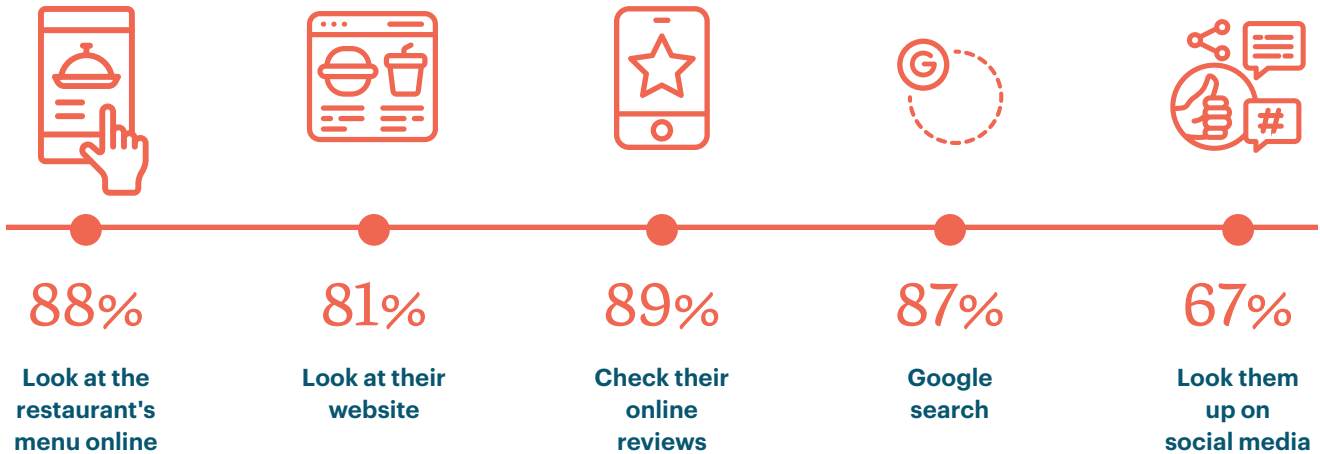
For these reasons, it can be worthwhile for restaurateurs to consider more heavily promoting their specials and discounts, so Gen Z diners feel as though they're getting the best bang for their buck.

Importance of Value for Money When Deciding Where to Dine



Online Motivators

Steps Gen Z Diners Always/Occasionally Take Before Deciding on a New Restaurant



Online: Where Restaurant Discovery Begins

A restaurant with a well-thought out and optimized online presence is important to Gen Z. 87% of Gen Z *always or occasionally* conduct a Google search before making a decision to dine somewhere new, which is significantly more than Gen X and Boomer diners. Additionally, 88% of Gen Z diners say they *always or occasionally* look up a restaurant's menu online before trying a new restaurant.

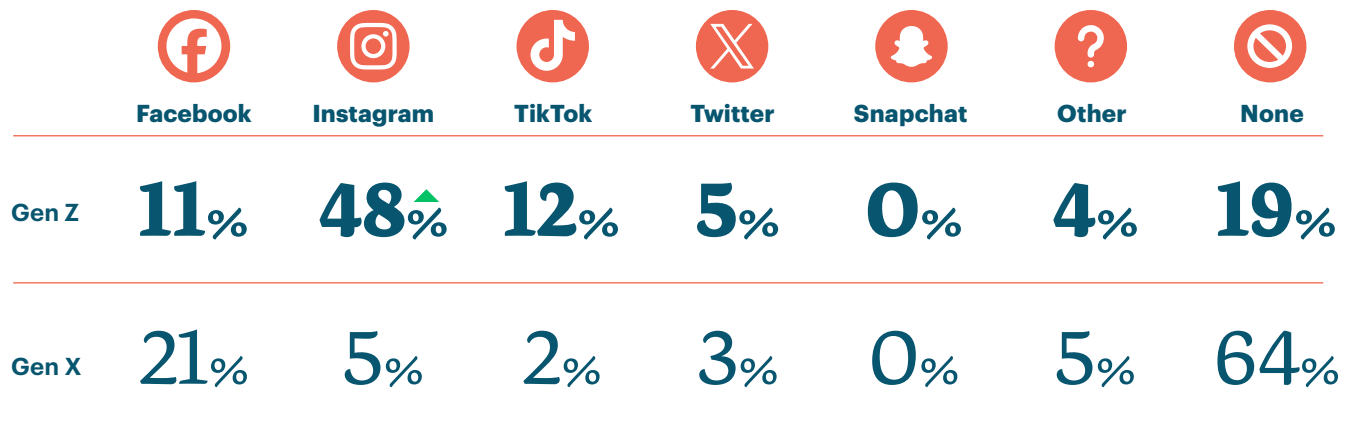
With these figures in mind, restaurant operators must rethink how they attract Gen Z diners, and ensure they aren't invisible online. Without a substantial online presence that includes an updated website, a menu, and a strong social media presence, Gen Z diners may not discover certain restaurants. Ultimately, whether a restaurant has an online presence can be the make or break factor when it comes to where Gen Z diners decide to spend their money.

32% of Gen Z have chosen a new restaurant **based entirely on a recommendation from an influencer**

65% of Gen Z have chosen a new restaurant **based solely on positive online reviews**

52% of Gen Z diners have made the decision to try a new restaurant **based entirely on positive feedback on social media**

Social Media Platforms That Have the Biggest Impact on Dining Decisions



Motivated by the Feed

Gen Z are largely considered “digital natives,” as they are the first generation who grew up as avid social media users. As a result, social media is fully baked into the daily lives of most Gen Z diners, which includes influencing where they choose to dine.

In fact, nearly a third (32%) of Gen Z diners reported that they’d made a decision to dine at a new restaurant entirely based on a recommendation from an influencer, which is higher than any other generation (though Millennials are close behind at 31%). Our survey also found that a whopping 52% of Gen Z diners have tried a new restaurant based solely on positive feedback they found on social media. As for which social media platforms they’re consulting, nearly half (48%) of Gen Z diners said Instagram is the social media platform that most influences where they choose to dine, while just 5% of Gen X said the same.

With social media at the fingertips and forefront of Gen Z's mind, this group is more likely to do their research online first and verify their findings across multiple touch points, whereas older diners are more likely to take recommendations from friends or family members at face value, without any additional research. Therefore, it’s important for operators to not disregard social media, as it plays an influential role in the Gen Z restaurant discovery journey.



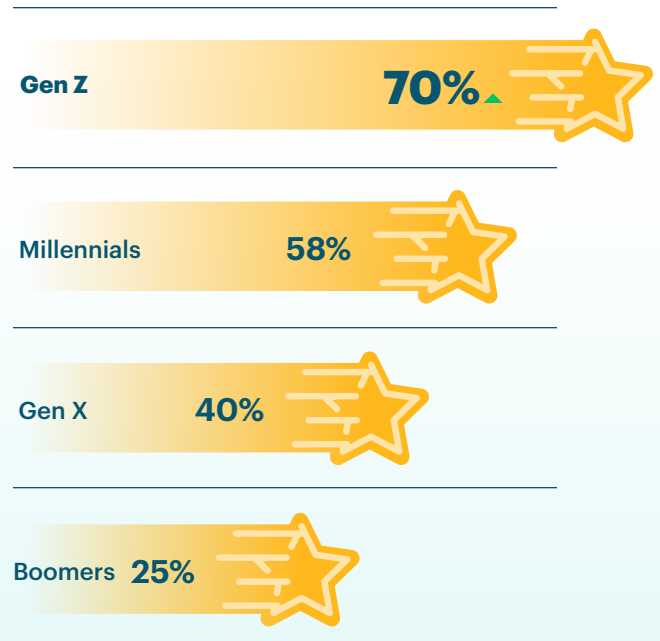


Google: Gen Z's Go-To for Restaurant Reviews

Does a restaurant's online reputation matter? To Gen Z, it certainly does! Online ratings and reviews can easily sway Gen Z's dining decisions, with a whopping 94% of Gen Z diners indicating that a restaurant with good online reviews and ratings is important to them. On top of this, 70% of Gen Zs have consulted Google restaurant reviews in the past three months, compared to 40% of Gen X and just 25% of Boomers.

Gen Z diners also report consulting other review sites regularly, making it overwhelmingly clear that Gen Z diners are turning to online reviews to validate their decisions when it comes to choosing which restaurants to dine at. As a result, it's important for operators to monitor their online reviews, as a review – good or bad – can easily sway a Gen Z consumer one way or the other. Additionally, the way restaurants respond to their guests online can also make a world of difference, especially if it's to an unhappy reviewer.

Use of Google Restaurant Reviews in the Past 3 Months





Hungry For Restaurants Serving Up a Variety of Options

The way to Gen Z's heart is a restaurant menu that accommodates shifting consumer preferences, the most important of which is locally sourced ingredients, which 88% of Gen Zs say that they'd be *very or somewhat* likely to choose a restaurant based on. Prioritizing specific dietary needs can also capture the attention of Gen Z diners. 65% of Gen Z look for diet-specific food offerings like keto or paleo, while 74% want to see gluten-free options on the menu.

Given Gen Z's acute social and environmental awareness, it makes sense that these values carry over into what they look for on a restaurant's menu. Therefore, to capture the hearts (and wallets) of Gen Z consumers, it's worth it for restaurant operators to adjust their offerings to cater to specific dietary needs and incorporate locally sourced ingredients whenever possible.

Gen Z Diners Who Would be Very Likely/Somewhat Likely to Choose a Restaurant Based on Specific Offerings



88%
Locally sourced ingredients



65%
Diet-specific (i.e. keto, paleo, etc.)



65%
Vegetarian



74%
Gluten-free



54%
Vegan



65%
Halal/Koscher

What Deters Diners: Sensitivities & Deal-Breakers



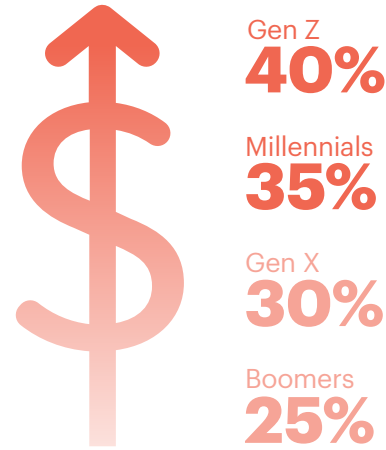
Price and Time Sensitivities

Not Immune to Inflation

With rising expenses, it's certainly understandable that most restaurants have had to raise menu prices. However, operators should think twice about doing so, as it can *significantly* impact the dining and ordering behaviors of Gen Z. More than a third (40%) of Gen Z say that menu price increases would *significantly* impact their interest to dine in at a specific restaurant, versus just 25% of Boomers who said the same. This is also the case when it comes to ordering takeout and delivery, with 37% of Gen Z diners saying that menu prices would *significantly* impact their interest to order takeout or delivery from a specific venue, versus just 24% of Boomers who said the same.

With Gen Z being the most frequent diners, but also the most value conscious and price sensitive, it's important for operators to avoid substantial price increases, as this can trigger a drop in visits, especially if the restaurant caters to a Gen Z crowd. Gen Z is a very lucrative market, since they spend so much of their disposable income on restaurants, so it's essential to keep this generation in mind during tough economic times.

Proportion Who Say Their Interest to Dine In Would be Significantly Impacted by Menu Price Increases

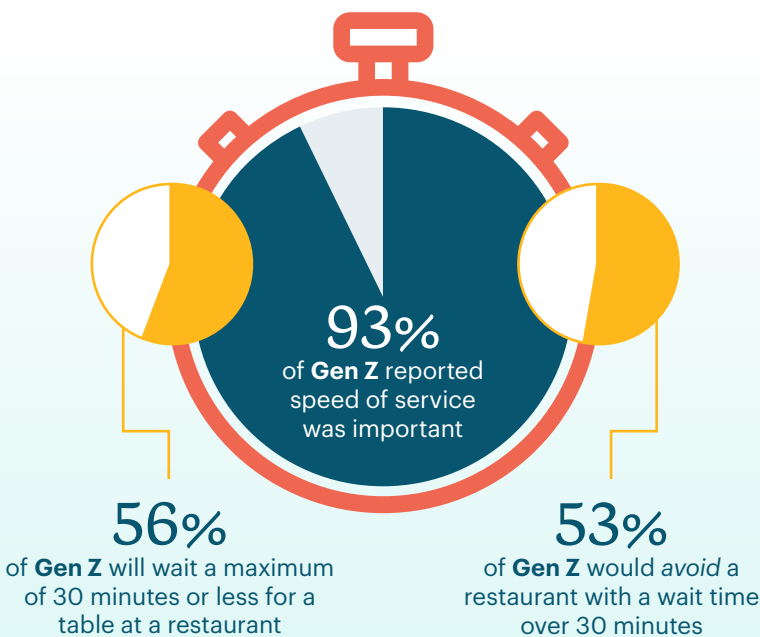


Accustomed to On-Demand Service

Gen Z diners grew up with on-demand services that allow them to receive what they want with the mere clicks of a button and now they expect the same from their dining experience. The data backs up this sentiment, with 93% of Gen Z diners reporting that speed of service is an important factor when dining in, which was more than any other generation. In addition, when asked the maximum amount of time they'll wait for a table at a restaurant more than half (56%) of Gen Z diners said they'd wait 30 minutes or less.

A similar sentiment applies when Gen Z diners are searching for a new restaurant, with 53% of Gen Z diners reporting they would avoid a restaurant with a table wait time over 30 minutes. Although the percentage of Gen Z diners who would avoid a restaurant entirely if the table wait time was over 30 minutes is not as high as Boomers (61% of Boomers would avoid a restaurant for this reason), it is still important for operators to avoid lengthy wait-times.

When it comes to Gen Z, speedy service and shorter wait times are two things that operators should have on their radar. These are areas where technology can be particularly useful, such as mobile POS systems that allow staff to process orders faster and reservations platforms that provide diners with more accurate wait times.



Biggest Deal Breakers

Gen Z's Biggest Frustration When Ordering Takeout/Delivery

Order is inaccurate	28%
Food is cold	23%
Order is not ready upon arrival	16%
Lack of dedicated pickup areas or line	20%
Inability to schedule the order in advance	6%
Other	2%

A Recipe for Inconvenience: Inaccurate Orders and Cold Food

Having grown up in the age of Amazon Prime, Gen Z as a whole is accustomed to making purchases with a few clicks and receiving their order shortly thereafter. And with delivery and takeout that same sentiment applies. So what can make or break a takeout/delivery service for Gen Z?

Similarly to other generations, Gen Z diners cite inaccurate orders and cold food as the biggest frustrations when ordering takeout and delivery. Moreover, 16% of Gen Z say their biggest frustration is that their takeout order is not ready when arriving at the restaurant. 20% of Gen Z also indicate that lack of dedicated pickup areas or line is an added frustration, compared to only 1% of Boomers who said the same.

In addition to the demand for accuracy and a smooth pickup process, it's also important to keep in mind that more than half (53%) of Gen Z diners say they would cancel their delivery if it took more than 30 minutes to arrive, revealing the added importance of speed for this group of diners. Therefore, for restaurants that target a younger demographic, specifically Gen Z, having orders hot and ready for intended pickup times, as well as having a dedicated area or line to grab each order from, is critical.



How Diners Engage: Loyalty & Communication



Loyalty and Rewards

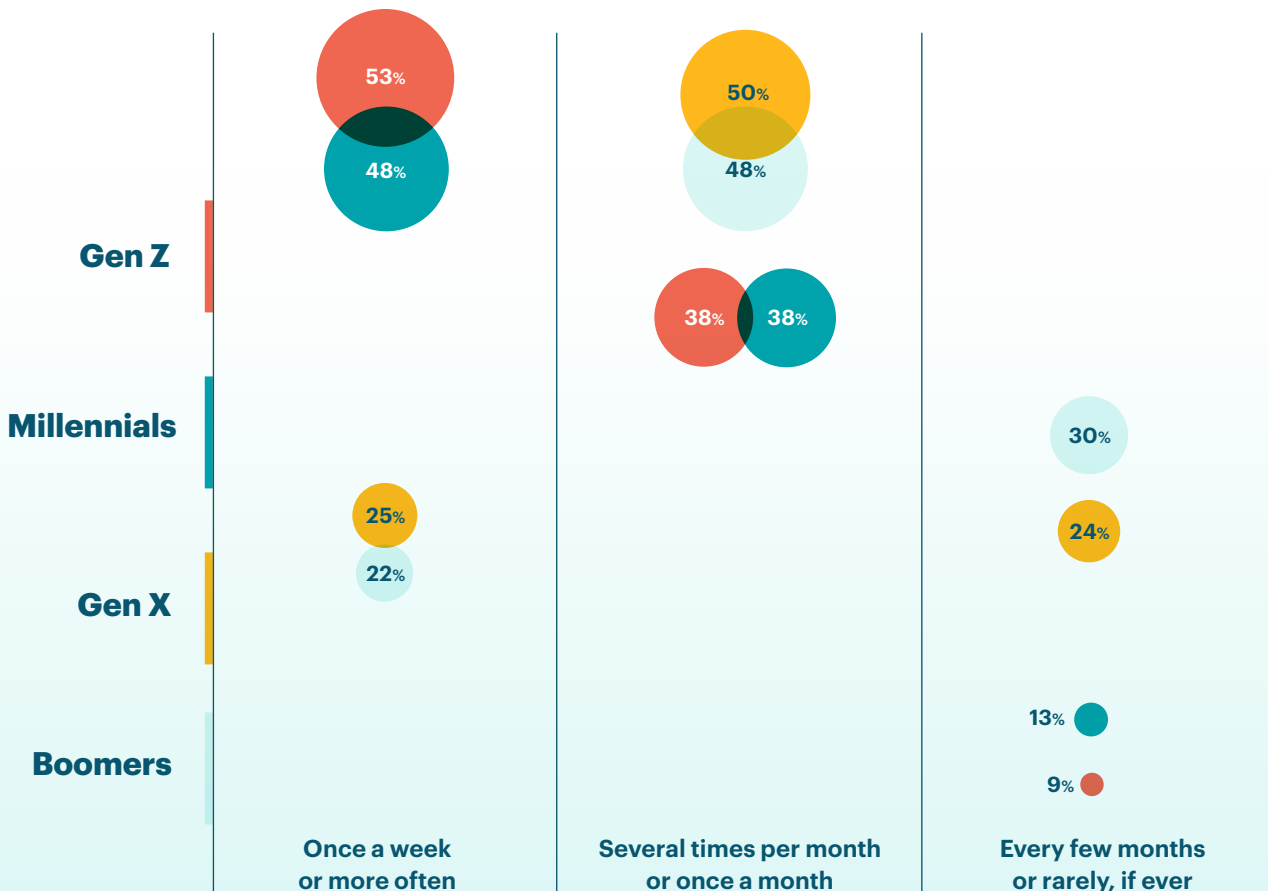
Gen Z's Loyalty Lies with Quick Service Chains

Is Gen Z worth targeting a restaurant loyalty program to? The short answer is absolutely. Gen Z is a huge fan and frequent user of restaurant loyalty programs, with 42% reporting that they currently belong to a restaurant loyalty program, which is slightly up from last year (40%). And if a Gen Z customer is part of a loyalty program, there's a good chance it's with quick service chains, such as Starbucks, Chipotle, or McDonalds.

In addition, Gen Z engages with restaurant loyalty programs more frequently than Boomers. 53% of Gen Z have indicated they engage once a week or more often, versus 22% of Boomers who said the same thing.

This participation in reward programs and frequent engagement makes sense given that Gen Z tends to dine out more frequently and have a higher spend on average than older generations. This sentiment also makes this group particularly lucrative loyalty program members, especially for quick service restaurant chains, which can take advantage of Gen Z's interest in quick and convenient eats to build a loyal customer base.

Frequency of Engaging With Restaurant Loyalty Programs



Free Items and Discounts Just Don't Cut It Anymore

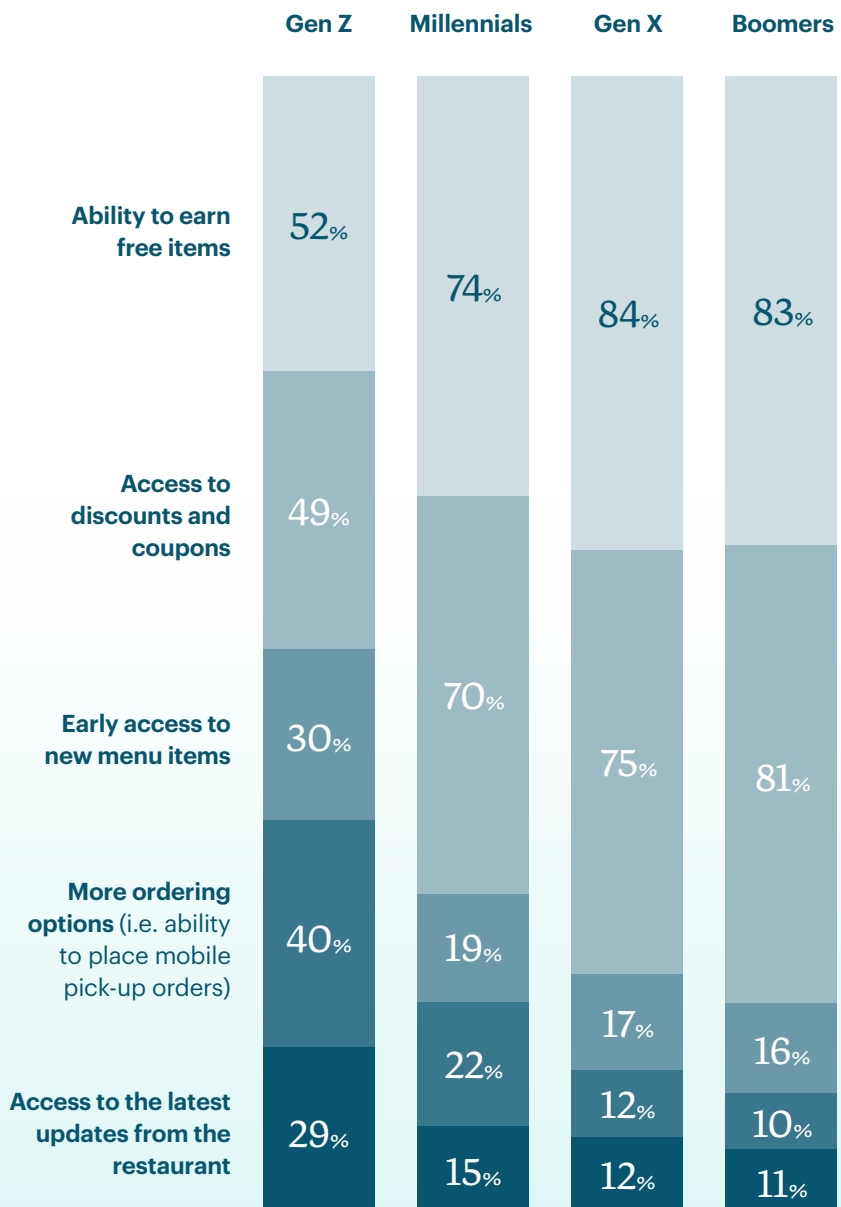
Without a doubt, restaurant loyalty programs are becoming more popular, especially with younger diners. With that in mind, aside from simply offering the ability to earn free items and access to discounts and coupons, it's worth it for restaurants to think about more meaningful ways to engage Gen Z customers through loyalty programs.

Though every diner wants to get a good deal, Gen Z consumers understand that the true value of restaurant loyalty programs goes beyond the traditional lure of freebies and discounts. Our survey found that 27% of Gen Z indicated that their top ranked factor for joining a loyalty program was having the option to place to-go orders through their phones, versus 5% of Boomers who said the same. Additionally, what separates Gen Z from their older counterparts is that 14% of Gen Z diners indicated that early and exclusive access to new menu items was the number one factor influencing them to join a restaurant loyalty program.

Restaurant operators can take away that adding value – beyond traditional loyalty program perks – can be impactful for Gen Z diners, especially with the endless number of reward programs out there. It can also be beneficial for operators to consider how they frame their loyalty program and market them to Gen Z.



Proportion Who Ranked the Following Among the Top Two Factors Impacting Their Decision to Join a Restaurant Loyalty Program



Communication Trends

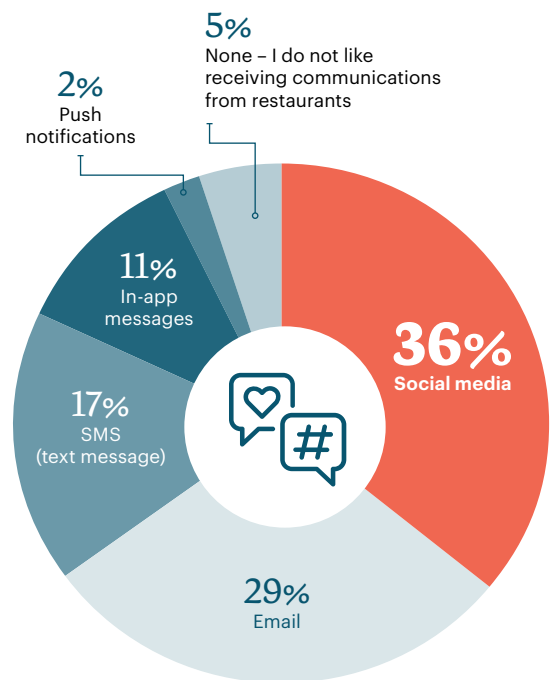


Actively Building Connections on Social Media

It's no secret that Gen Z consumers are constantly glued to their phones and connected online, specifically through social media. This makes social media an especially effective channel for restaurant operators to connect with their Gen Z customers, who are no stranger to using social platforms to stay in the loop with not only their friends and family, but also with brands.

In fact, 36% of Gen Z respondents say they prefer to receive communications from restaurants through social media over other channels, versus 2% of Boomers who responded the same. This suggests that while communicating to other generations (Millennials, Gen X, and Boomers) through email is their preferred method, the best way to capture and reach Gen Zs is actually through social media.

Gen Z's Preferred Way of Receiving Communications from Restaurants



Wants to Be the First to Know and Receive Exclusive Information

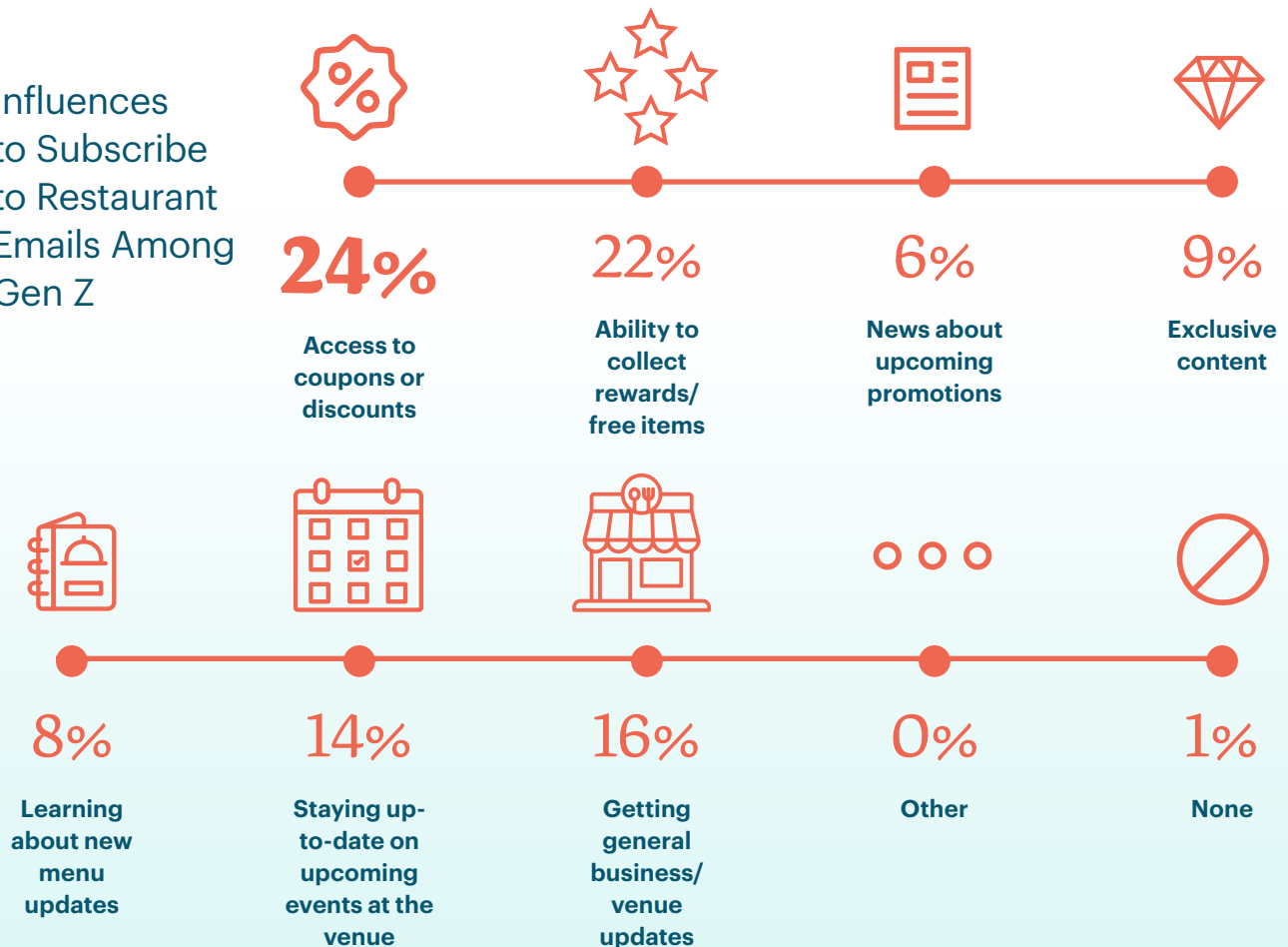
Because email is not the communication channel of choice for Gen Z diners, restaurateurs have to take a slightly different approach to capture Gen Z in an email mailing list, compared to their older counterparts. It's true that while Gen Z do appreciate access to coupons/discounts and redeeming free items, they expect a little more from restaurant communications.

For example, 14% of Gen Z reported that receiving up-to-date information on upcoming events would make them sign-up for a restaurant's email list, and 16% say that they would be influenced to sign up to receive general venue updates – far more than any other generation.

Exclusive content and venue updates in email communications may be enough to influence Gen Z to sign-up compared to other generations, but is it enough to keep them interested? Again, unlike Gen Z's older counterparts, what makes email communications stand out most to Gen Z diners is personal stories, photos, or videos from the restaurant, recipes, as well as news about new menu items. This is the kind of content that will keep them most engaged.

And to avoid Gen Z hitting that unsubscribe button, restaurant operators should avoid repetitive content – 29% of Gen Z diners indicated that they would unsubscribe for this very reason.

Influences to Subscribe to Restaurant Emails Among Gen Z



Emerging Gen Z Diner Trends

After exploring the latest behaviors and preferences of Gen Z diners, several trends have become overwhelmingly apparent. And it's the restaurateurs who take notice of these trends now to apply them to their businesses who will outshine their competitors in the coming years.

Here are four emerging diner trends to watch and the key takeaways for restaurant operators.

1

Technology with a Touch of Human Connection

Gen Z diners readily embrace technology in the dining experience and most even prefer it. However, restaurateurs should be cautious about fully automating the dining experience, as Gen Z diners also value and crave human connection.

Indeed, the majority of Gen Z diners still prefer the conventional way of communicating with restaurant staff one-on-one (and not through an app or QR code). This includes Gen Z's preference for calling in to make reservations (64%), and looking at a physical menu and ordering from a server (53%), which demonstrates how valuable the human connection still is to Gen Z diners.



Takeaway for Restaurants

When incorporating technology into the dining and takeout or delivery experience, it's critical for operators to think about how it impacts the guest experience and to find a balance between the two. Ultimately, restaurant operators should make sure that the incorporation of technology is adding value to the experience for Gen Z, and not taking away from it. For example, if incorporating technology can increase the speed of service, that can be a huge plus, as Gen Z welcomes any technology that makes the dining experience faster and more convenient.



2 Embracing Immediacy Culture

In the age of Uber Eats and Amazon Prime, younger consumers have come to expect speed and convenience. More than any other generation, Gen Z has grown up at a time when they can get things when they want them and how they want them. And of course, this applies to their food as well, including their delivery and takeout orders.

Unlike older diners, who largely prefer pickup, 46% of Gen Z say they prefer their food to be delivered to them and they want it to arrive fast – on average, Gen Z diners say they would only wait a maximum of 33 minutes for a delivery order.

Other studies have found a similar fixation of speedy service. According to a [National Restaurant Report](#), if Gen Z diners were faced with two similar restaurants that offered delivery, 73% would pick the restaurant that incorporates technology into the experience. Technology allows customers to see the menu, place their order in advance, and oftentimes pay in advance, then have the food ready for pick-up or delivered straight to the customer's door – all of which makes for a much faster process for diners.



Takeaway for Restaurants

While Gen Z does love the speed and convenience that comes with ordering takeout and delivery, restaurant operators must ensure that the focus on speed does not mean sacrificing the quality of service. Restaurateurs should also pay close attention when it comes to correctly fulfilling orders or serving cold food, as these are the top frustrations Gen Z has when it comes to ordering takeout/delivery.



3

A Double Tap for Social Media

Social media plays a critical role in the lives of younger generations. More specifically, social media plays a critical role in Gen Z's process of deciding where to eat, which means that operators can take advantage of this and leverage it as a powerful marketing tool.

Given that 67% of Gen Z diners always or occasionally start their search for a new restaurant to dine at on social media, these platforms can be a powerful channel for restaurants to have a presence on. And with more than half (52%) of Gen Z diners having made the decision to try a new restaurant based entirely on positive feedback on social media, merely having a social media presence is often not enough for Gen Z diners – it's also important to maintain that positive image and reputation.



Takeaway for Restaurants

For restaurant operators struggling to decide whether social media is worth their time to reach Gen Z diners, the answer is absolutely. Social media can function as a whole other channel for restaurant marketing efforts and can act as a valuable digital touchpoint for Gen Z diners. Additionally, partnering with influencers to establish a greater social media presence and create “Instagramable content” that appeals to Gen Z, can be especially effective at winning this generation’s hearts, minds, and stomachs.



4

It's About Time to Rethink Menu Pricing

Inflation has certainly impacted dining habits and behaviors, and it is having an especially significant impact on Gen Z diners, with 93% indicating price as one of the most important factors when choosing to dine in at a restaurant. And if menu prices continue to increase, it will have a particularly detrimental impact on this generation's decisions to dine at certain restaurants. In fact, 85% of Gen Z diners say that a restaurant increasing its menu prices would *significantly or somewhat impact* their interest in dining there. It's a similar story when it comes to ordering takeout/delivery, with 82% of Gen Z saying menu price increases would have the same impact.



Takeaway for Restaurants

While Gen Z does dine-in and order takeout/delivery more frequently – and spend more on average each time – than other generations, it's important to note that Gen Z diners are also particularly sensitive to inflation and price hikes. As a result, restaurateurs should explore alternatives to raising menu prices to prevent Gen Z diners, who are already financially sensitive, from returning.





TouchBistro is an all-in-one POS and restaurant management system that makes running a restaurant easier. Providing the most essential front of house, back of house, and customer engagement solutions on one easy-to-use platform, TouchBistro helps restaurateurs streamline and simplify their operations, increase sales, and deliver a great guest experience.

To find out if TouchBistro is the right fit for your restaurant, get in touch today.

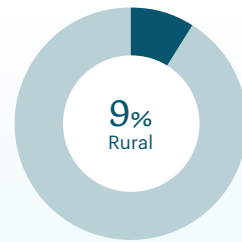
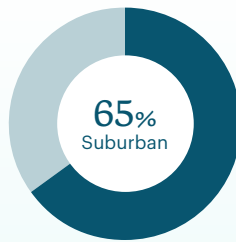
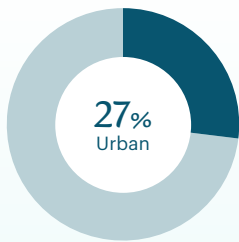
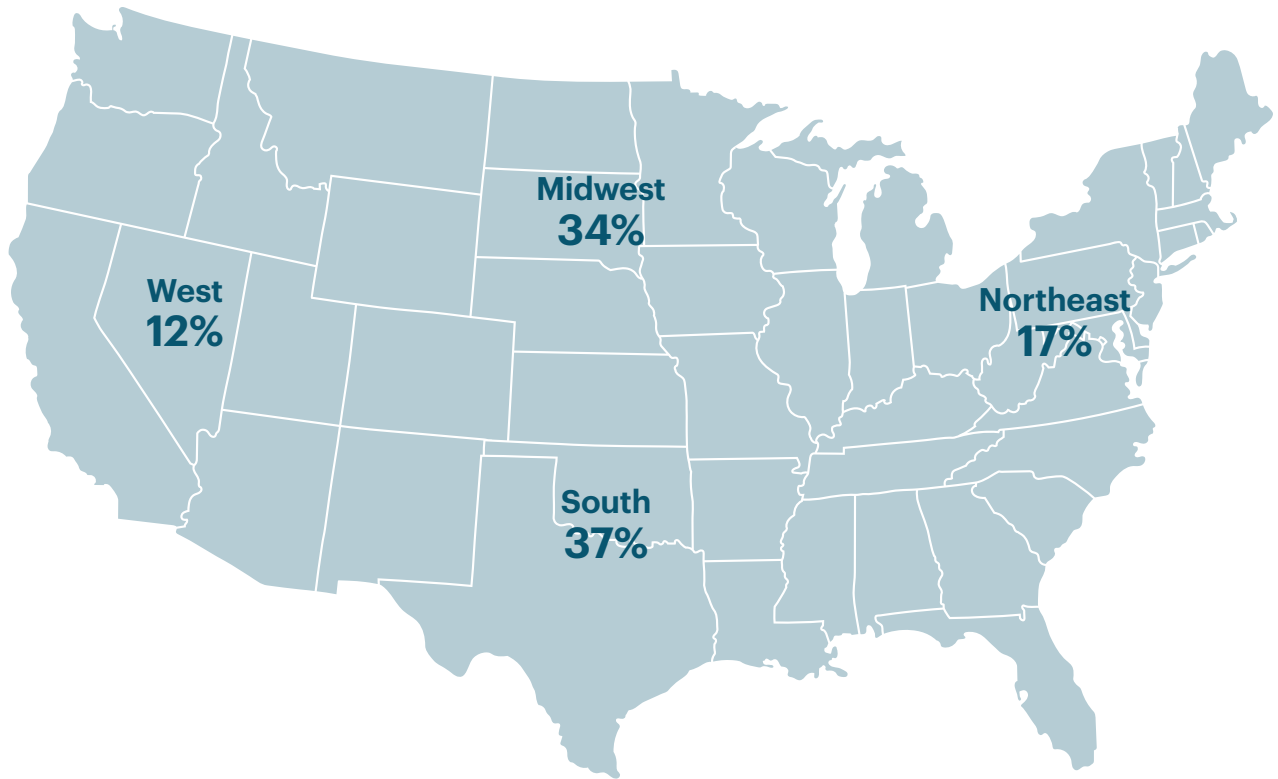
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Respondent Profile



Gender
62% male
38% female

Income
<\$50K (NET): **20%**
\$50K - \$99K (NET): **31%**
\$100K+ (NET): **48%**
Undisclosed: **1%**



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