

Infographic: Lunch-Time Trends

Technomic

Spotlight on LUNCH

59%

purchase lunch
away from home
at least weekly



WOMEN

40%

"I tend to eat a lighter lunch during the week than on the weekend"

36%

"I expect restaurants to offer smaller portions"

MEN

31%

21%

Fastest Growing Items on Top 500 Lunch Menus

(% increase 2012 to 2014)

LIMITED SERVICE

FULL SERVICE

61%



Iced coffee

23%



Specialty pizza

21%



Soup

126%



Hard cider

52%



Craft beer

17%



Fries

Technomic Inc., 2014, The Lunch Consumer Trend Report

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Consumers regularly eat lunch away from home—a couple of days a week, on average. Operators have been focusing their efforts on gaining a larger share of

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lunch visits during this highly competitive daypart. (**Technomic**)

Read: [Technomic Spots Opportunities for Restaurants to Improve Lunch-Time Traffic](#) [1]

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<http://www.foodmanufacturing.com/news/2014/08/infographic-lunch-time-trends>

Links:

[1] <http://www.prnewswire.com/news-releases/technomic-spots-opportunities-for-restaurants-to-improve-lunch-time-traffic-272880801.html>