INDUSTRY TRENDS

Restaurants

RISING STAR TRENDS *(RAPID GROWTH)*

1 AI AT THE DRIVE-THRU + IN THE KITCHEN

The use of voice AI for ordering and kitchen automation **increases speed**, **reduces labor costs**, and **improves order accuracy**, which is crucial for meeting consumer demand for fast, error-free service in future restaurant operations.



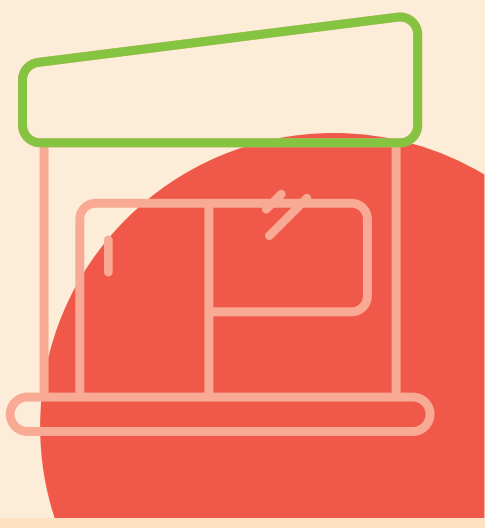


2 VALUE BUNDLES 2.0 + PRICE TRANSPARENCY

Offering clear, affordable meal bundles and eliminating hidden fees builds price trust and drives customer loyalty, which is essential as consumers become more **price-sensitive** and regulations demand **transparent pricing**.

3 ORDER-AHEAD PICKUP + DRIVE-THRU EXPANSION

Expanding drive-thru lanes, order-ahead options, and geofenced pickups streamlines service and reduces wait times, directly addressing consumer expectations for **speed and convenience** in both digital and physical channels.





4 BEVERAGE-LED TRAFFIC + "TREAT" INNOVATION

Innovative, photogenic specialty beverages and treat-focused menu items attract customers during slower dayparts and boost margins, making beverage innovation a key lever for traffic and **incremental sales growth**.

5 PROTEIN-FORWARD, GLP-1–FRIENDLY MENUS

Menus featuring higher protein, smaller portions, and clear macro nutrition labeling cater to **health-conscious** and **weight-management-focused** consumers, positioning brands to capture demand from the growing GLP-1 user base and broader wellness trends.



curion

Consumer Insights. Delivered.