

A photograph of a woman with dark hair, wearing a black leather jacket and a yellow top, smiling and looking to her right. She is standing at a counter in what appears to be a restaurant or cafe. A hand is holding a blue and black payment terminal over her wrist, which is wearing a white smartwatch. The background is blurred, showing other people and interior lights.

Restaurant Industry **TREND REPORT** **2022**



Content

- 1.** Healthy, sustainable produce
- 2.** Technology
- 3.** Dining Experiences
- 4.** Running a restaurant in 2022, the 'new normal'
- 5.** Financing a restaurant in 2022
- 6.** Conclusion

Welcome to our Restaurant Industry Trends Report 2022.

It's been a challenging few years for the restaurant industry, but 2022 signals a new dawn. As the COVID-19 pandemic starts to show signs of shifting, the world is hungry for unique experiences and dishes.

Health, wellbeing and how we look after our bodies are still at the forefront of our minds and fresh, healthy, seasonal and sustainable food is a key requisite for restaurants wanting to thrive. Yet we've been inside for so long that we crave the experiences dining out has to offer. Immersive dining experiences and themed restaurants are going to be key trends this year.

Technology is developing at a rate of knots, those that can follow the trends and invest in technology to improve their offering will benefit from a slicker operation. This will also help them to better commercialize the dining experience for their customers.

This year's report focuses on five key areas of the restaurant industry from health and wellness and food trends to the changing landscape of customer experience. No trends report would be complete without addressing how the pandemic has affected the industry. We also look at how technology is helping diversify revenue streams and other technology-related topics.

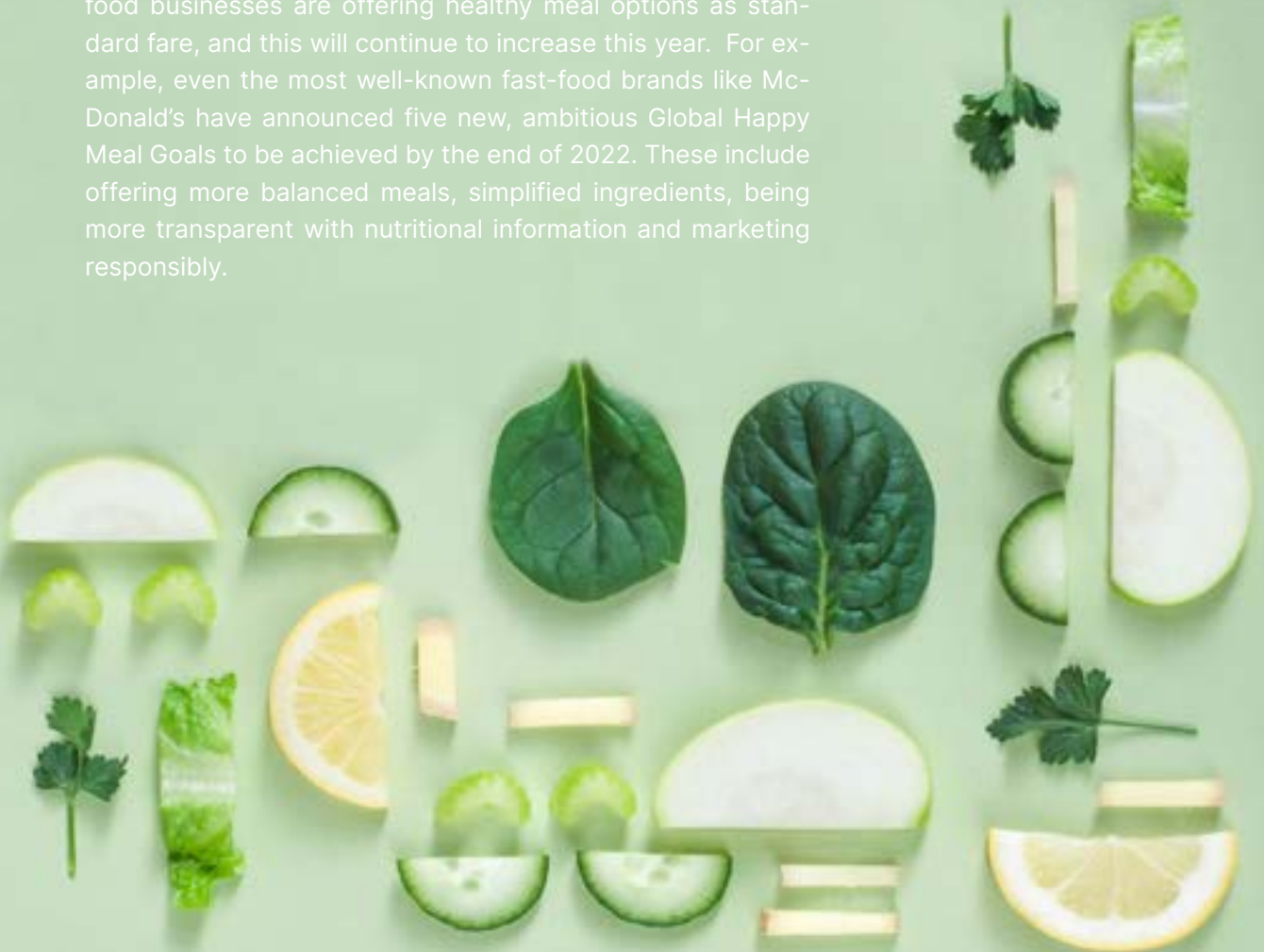
We've combined our many years of experience in the hospitality sector to shine a light on the trends you can expect to see in 2022, that will help you make smarter decisions for your business this year and beyond!



TREND 1

Healthy, sustainable produce

The pandemic alerted us all to the importance of health and wellbeing and we are more aware than ever before of the food we eat and where it comes from. In 2022 we predict the healthy food trend will continue apace. Traditional dining restaurants, fast food establishments and even delivery-based food businesses are offering healthy meal options as standard fare, and this will continue to increase this year. For example, even the most well-known fast-food brands like McDonald's have announced five new, ambitious Global Happy Meal Goals to be achieved by the end of 2022. These include offering more balanced meals, simplified ingredients, being more transparent with nutritional information and marketing responsibly.





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Demand for nourishing foods for mind and body

As the healthy food trend takes pace, we also predict there will be an increased demand for restaurants serving foods that are kind to our minds and bodies. Our knowledge of foods and their health benefits increased during the pandemic and those that are following healthy diets at home are going to want to continue to do so when they eat out. Restaurants that can offer nutrient boosting foods such as pre-biotics and pro-biotics for gut health, alternatives to dairy and superfoods to boost our brainpower, for example, will be more likely to retain business from their loyal customers. Being able to market the benefits of these foods in their menus will also be key to attracting customers. Many restaurants now publish the calorie content of their dishes in their menus, adding extra information about nutrients and food benefits will set them apart.

A growing hunger for plant-based foods

Veganism has grown incredibly in the last six years and the United Nations predicts that there are around 79 million vegans worldwide today. A growing hunger for plant-based foods has seen more restaurants choosing to decrease the meat options that they offer. The international restaurant chain, Wagamama, for example, recently announced that 50 per cent of their menu is now vegan. Fast food chains are also ensuring they have vegan choices on their menus to suit a growing customer base. Vegan foods are set to continue to be a big trend in 2022 and an important addition for restauranteurs wishing to maximise their offering.

Diners will choose restaurants based on their diets

Despite a growing trend in veganism, people will still be eating meat this year. A growing trend towards flexitarian diets is expected in 2022. People will be reducing their consumption of meat, dairy and eggs without cutting them out completely and expecting better quality meats and produce when they do eat them. Consumers will also expect much more transparency around the food they eat and where it comes from. A recent survey by consultancy firm Deloitte found that one in three consumers stopped purchasing certain brands of products because they had ethical or sustainability concerns about them. In much the same vein, we expect diners to choose restaurants based on whether they serve sustainable produce and are able to communicate that well with their customers.

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A growing trend towards flexitarian diets is expected in 2022



Fresh, seasonable food

In 2022 diners will increasingly be looking for restaurants that serve locally sourced produce. The buying and sourcing from local farms trend isn't going anywhere, in fact as supply chain issues continue to affect the world, buying locally makes business sense. It saves on the large shipping costs associated with international produce and ensures the produce is of the freshest quality as it hasn't been frozen to lengthen its shelf life. What's more, it also supports the local ecosystem and helps restaurants cut their carbon footprints. Seasonal menus are also going to be a big trend for restaurants in 2022.

Seasonal menus are going to be a big trend in 2022



Summary

A growing trend of healthy consumer minds, bodies and lifestyles is driving heightened awareness of food choices which is ultimately reflected in the restaurant menus of today. We are seeing a notable shift towards clean and fresh produce in plant form and although meat is very much still part of the consumer's diet, how it's been reared, caught and or farmed is now both relevant and necessary for the diner to understand how it reached their plate.



TREND 2

Technology

The past five years have reshaped the restaurant industry. Pre-pandemic, restaurants were already on a pathway of modernisation aimed at improving the experience for the diner and the operational service elements of the business. Recent history has further elevated this period of transformation, and how restaurants take payments, communicate with customers, streamline internal processes has changed more in the last five years than ever before.



90% of diners
research a
restaurant
online



Digital is on the rise again in 2022

Having a presence on third party ordering Apps is now commonplace, yet the original concept of taking orders on restaurants' own websites will continue to progress in 2022. For businesses that are shaped mainly around indoor dining, digital will still play a major part this year and digital menus with table ordering options will be a priority for diners. **Digital is now very much part of the restaurant offering and should be considered in current and future decision making for restaurants.**

Digital customer reviews breed loyalty and new diners

Online review sites are being used more than ever for the restaurant industry and that's not set to change this year or beyond. According to restaurant reservation company OpenTable, 90 per cent of diners research a restaurant online (more than other type of business), before deciding where to eat. And according to Yelp, which publishes over 184 million business reviews worldwide, 30 per cent of all reviews on their site regard restaurants. Restaurants will need to be both vigilant and proactive in managing feedback and work hard to score high on review sites to ensure they keep diners coming back this year.

Contactless payments surge while mobile devices are reigning in 2022

People simply don't leave home without their phone or a mobile connected device today which has resulted in increased enthusiasm for mobile interaction in restaurants. **Driven by the desire for customers to manage their own journey and make payments, the adoption of mobile menus and digital payments will continue to trend in 2022.** Furthermore, cashless environments and the steady decline of hard cash means that restaurant owners wanting to ensure swift, fast payment methods this year should certainly be considering digital payments as an option.

The adoption of mobile menus and digital payments will continue to trend in 2022



Technology will help restaurants in 2022 to provide better levels of service

Restaurant automation tech to aid staffing issues and satisfy diners

In a changing landscape that continually produces challenges around food supply chain issues and staff resourcing, savvy restaurant owners will look to technology as a remedy this year. Technology that can empower the dining experience through self-service or tailoring the options available, will be prevalent. **Great staff and the values of personal interaction will always need to be part of the hospitality sector, yet technology will help restaurants in 2022 to provide better levels of service**, increased satisfaction and ensure the business is not wholly reliant on staff and resources.



How Trivec can help you

Offer your guests the option to order and pay from their mobile phone by using **Trivec Buddy**. By scanning a QR code with their mobile, they can view your menu, order and pay in one place, compatible with (Google Pay, Apple Pay, credit card, Swish, Vipps, MobilePay, Lydia, Lyfpay, PayConiq and iDeal). It's easy to use with no downloads required. Make life easier for diners and increase your revenue and add-on sales.

Summary

Technology is providing solutions to a whole raft of restaurant owners challenges this year from supply chain issues, through to coping with customer trends and demands. Whether restaurants are looking to provide a more engaging or interactive experience this year or to streamline the processes within the restaurant, technology should and will be a growing part of the successful restaurant owner's toolbox.



TREND 3

Dining Experiences

The changing landscape of the hospitality and restaurant scene means that the same customer can choose a fine dining experience seeking exclusivity and upscale menus one day, while opting for a casual or fast-casual dining experience the very next day. **Diversity, quality and experience are high on the list of needs for restaurant-goers in 2022.**

From immersive to unique experiences that go beyond the flavour or the importance of the restaurant meeting place, the dining experience has never been so important.



Immersive experiences spark senses beyond flavour

The restaurant is set to become a stage in 2022 as restaurants wanting to go beyond just great food and service are set to increase. Taking diners to another place or bringing the restaurant to life either through visuals or in some cases with the restaurant staff themselves, are some trends we expect to see more of this year. Along with creating an environment through restaurant layout, design and build along with audio and sensory technology.

Regardless of the experience, there is always a common theme: there is no divide between the diner and the performance space and the food forms a part of the story. Diners are seeking something they will remember and an environment that will create an event made possible by projections, animations, costumes, dancing, singing, acting, storytelling, set design and the likes of interactive performances.

Pop up restaurants

The pop-up restaurant trend is also set to stay. The flexibility and fun offering of a pop-up restaurant offers diners something they often can't get anywhere else and something restaurant owners are now fully embracing. Restaurants that can offer a simple or even set menu often charge more than they would normally if coupled as a destination or themed style pop up, although the pop-up has a shelf life it is proving a great driver to raise awareness and drive revenue back to restaurant owners stationary premises.

Restaurant owners are fully embracing the pop-up restaurant trend

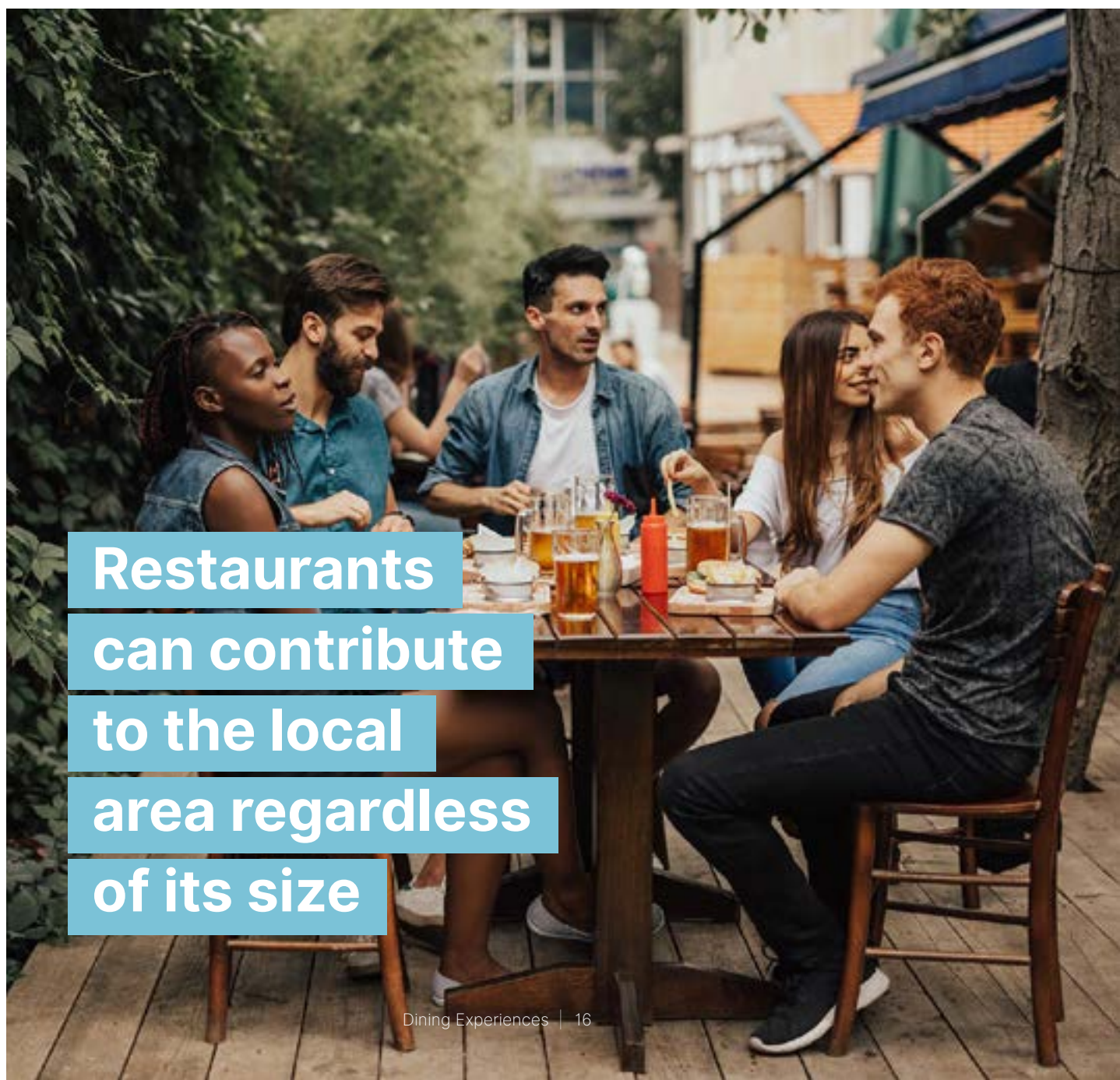
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The role of the restaurant in the community

Restaurants that are rooted in the local community and its culture or are seen as a friendly meeting place or gathering point have become pillars of that community in recent years. This growing trend of being close to local initiatives and serving a community is not a new trend but certainly, one that has been heavily revisited and important through the pandemic and something we expect to see continue this year.

The benefit to the business is being better acquainted with the needs and wants of a customer

base, providing an experience that is truly reflected in the wants and needs of diners. A trend of being entwined with the people, town, village, street or community means restaurants can contribute to the local area regardless of its size and positively impact and contribute. This will put those successful restaurants on a whole different level to those that simply trade for gain.



**Restaurants
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of its size**

Summary

The importance of the restaurant as a venue, meeting point, experience and place of enjoyment stretches the boundaries of the sector and makes for a diverse dining experience. Restaurateurs that look beyond the kitchen and front of house into what the customer and community really want and need from them, will prosper in 2022. That might be something out of this world or maybe something just closer to home.



TREND 4

Running a restaurant in 2022, the 'new normal'

It has been almost two years since most countries reported their first cases of Covid-19. These two years have been arguably the toughest sustained period in the hospitality industry's recent and varied history. The 12 months ahead will undoubtedly be shaped by the events of the last 24 months, for better or for worse.

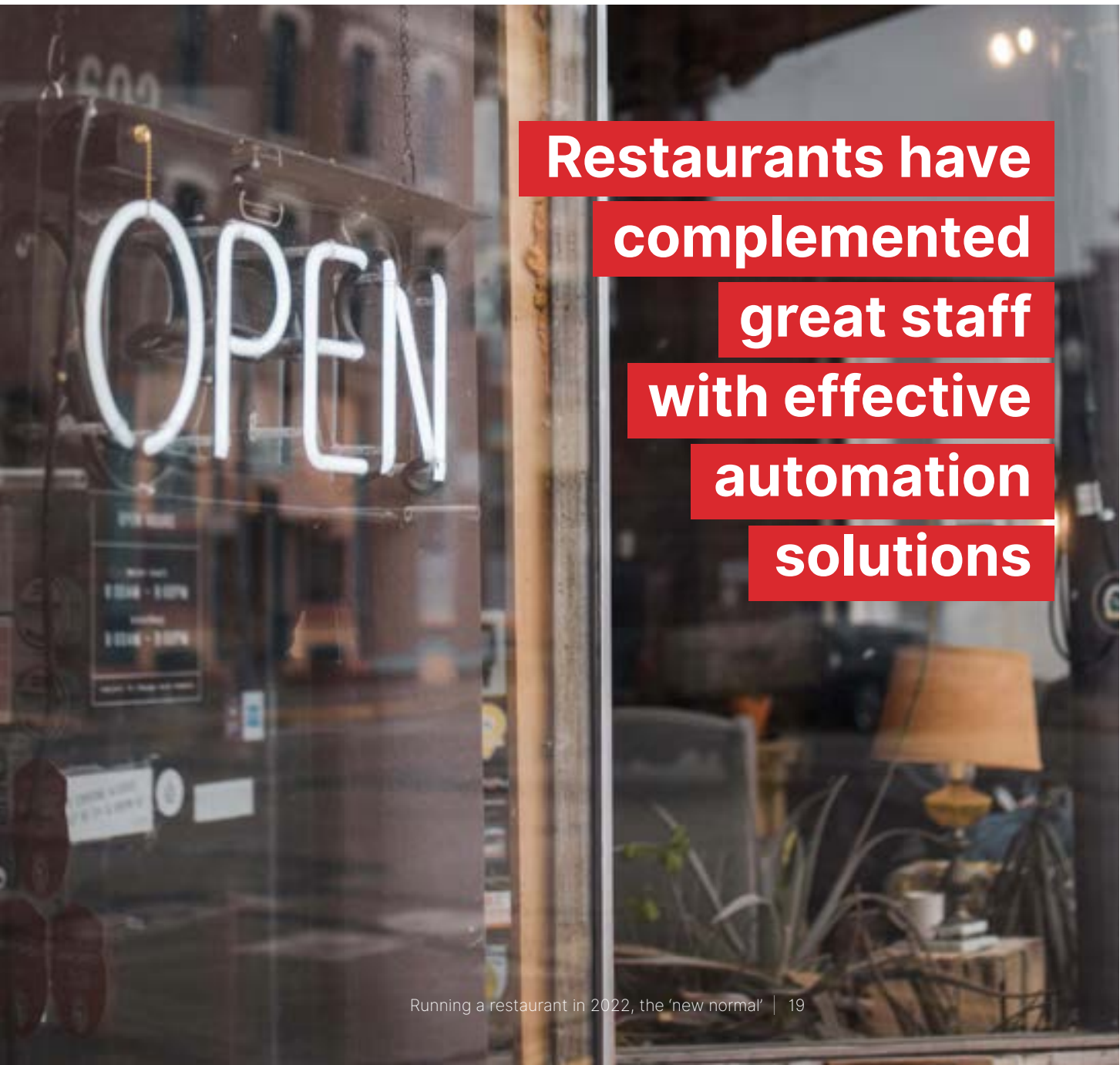


Restaurants re-opening their doors

In most countries, opening the doors of a restaurant wasn't possible during the pandemic which put a huge strain on the business. Once restrictions were eased, reasons beyond the control of the restaurant owner made trading very difficult. With many countries now back to relative business as usual with eased restrictions, the issue of staffing has become a concern and challenge to face in 2022. From suffering from the virus to being isolated due to contact, it's highly likely restaurant owners will have been affected by staff shortages

Restaurants have complemented great staff with effective automation solutions within their restaurants, being able to book tables, view menus, order and then pay in a self-serve fashion and not be reliant on higher levels of staffing have been a lifeline for restaurants to be able to stay open and function effectively.

This trend will continue to progress in 2022 safeguarding the customer experience while ensuring staff shortages don't lead to delays or a dip in service levels.



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Keeping diners safe

Restaurants will need to continue to offer direct, contactless and safe delivery and takeout options for guests who are either unwilling or unable to eat on-site this year. However, they will also need to address the same health and safety concerns for guests in their dining room as they have for delivery and pick-up. We can expect to see continued space between tables, a reduction of bar seats and even entirely new layouts for restau-

rants that highlight contactless offerings. A continued focus on the health and safety of the guest is a trend that's not going away anytime soon.

A continued focus on the health and safety of the guest is a trend that's not going away

Changing restaurant dining habits

Higher food prices and global supply chain issues have resulted in produce being high on the agenda this year. Many restaurants, as we've previously alluded to, have seen takeout and delivery revenue hike, yet in 2022 we expect to see the customer return to restaurants in person, but with some renewed caution. Healthy options will be important to the public this year, in some cases to counteract the less healthy choices during lockdowns. **Diners are seeking the in-restaurant experience but**

the safety net of a contactless, healthy, slick process offering.

Healthy options will be important to the public this year



How Trivec can help you

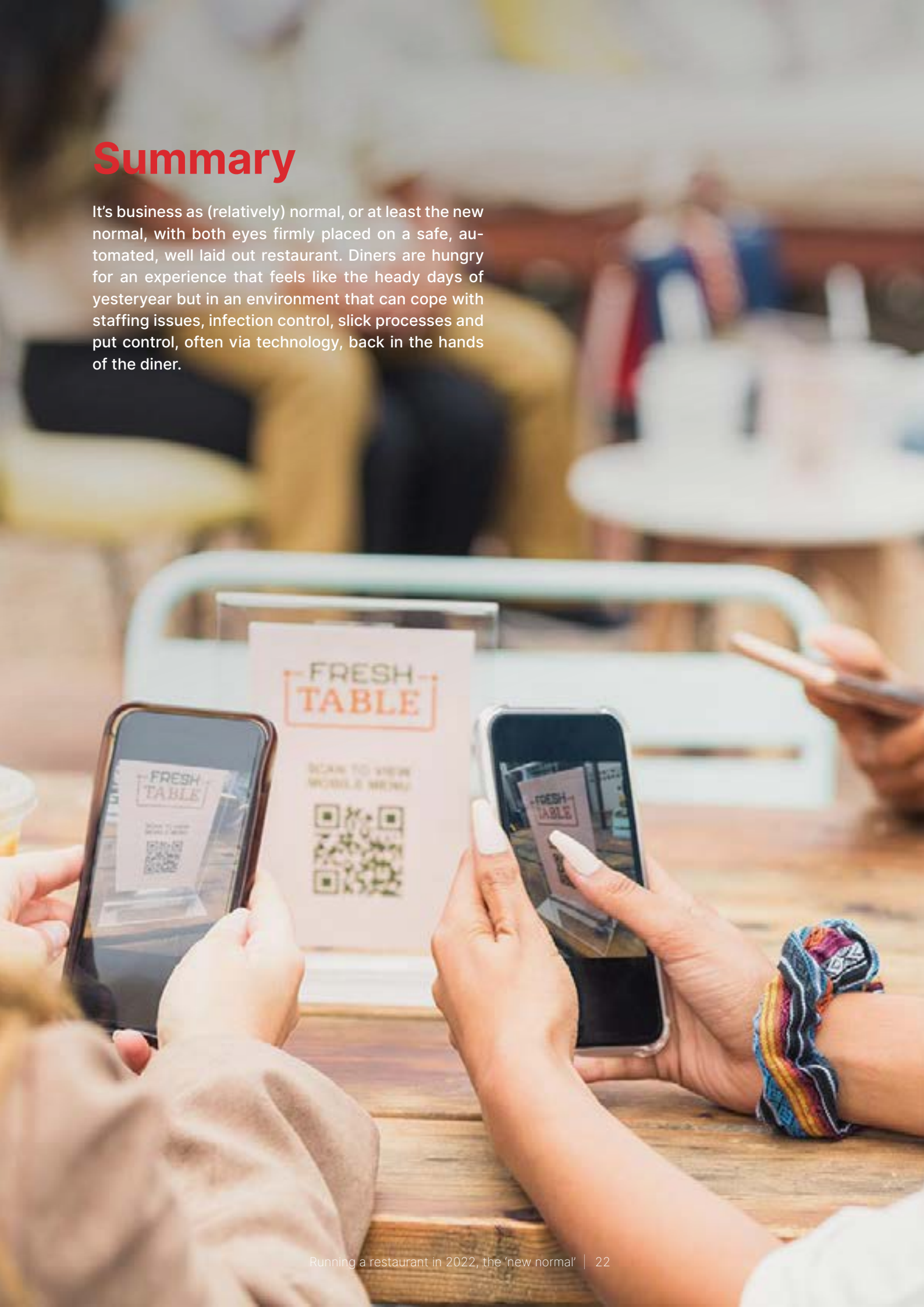
Running your restaurant in an efficient way with easy to use tools/solutions is something we at Trivec can help you with. We have an easy to use handheld device called **Trivec Handy**, where the waiting staff can take orders at the table and send them to the bar and kitchen seamlessly. The staff don't have to run back and forth to the POS-system to punch in the order, but can stay in the dining area and take orders. A customer of ours, Le Rhumerie in Paris, is saving 20%

in time per table by using Trivec Handy which means they can turn around more tables on a busy evening.

Besides Trivec Handy we also offer easy to use **POS solutions**, **Digital Kitchen displays** to help organize the kitchen, **mobile payment solutions**, **automated beverage systems** and a big network of **partner integrations** for staffing, accounting, hotel PMS etc.

Summary

It's business as (relatively) normal, or at least the new normal, with both eyes firmly placed on a safe, automated, well laid out restaurant. Diners are hungry for an experience that feels like the heady days of yesteryear but in an environment that can cope with staffing issues, infection control, slick processes and put control, often via technology, back in the hands of the diner.



TREND 5

Financing a restaurant in 2022

The traditional restaurant concept is set to continue to adapt in 2022 as rental and financial pressures grow and restaurant owners continue to pivot. Pop-up restaurants, food trucks and ghost kitchens will still be popular this year as the industry becomes more diverse than ever.



Financial pressures continue

According to Forbes we could expect to see less new restaurants on the scene in 2022 as the financial burden of the pandemic continues to take its toll. While some restaurants didn't make it through the pandemic, others had to downsize or pivot to stay afloat. This year the industry will be battling to get back on its feet and we expect it to be a marathon rather than a sprint. With banks lending less money and not supporting new businesses it will be harder to finance the opening of new restaurants this year and many larger chains will concentrate on making best of what they have instead of adding to their armoury. **Rising rents and financial pressures will only add to the challenges restaurants face this year. We hope that things pick up quickly!**

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Food halls and ghost kitchens have become popular throughout the pandemic

Opportunities for investors

An increased amount of empty premises will open new doors for investors seeking opportunity this year, whether that be for restaurants or other endeavours. Food halls and ghost kitchens have become popular throughout the pandemic and we expect to see these continue to fill empty commer-

Ghost kitchen is growing at a phenomenal rate

cial property in 2022. Ghost kitchens offer a lifeline to small businesses as they require minimal staffing and their location is of less importance therefore saving money on expensive rents and staff. According to statistics from Statista.com the global ghost kitchen market is worth \$43.1bn and is growing at a phenomenal rate.

Food trucks 'keep on trucking'!

As the restaurant industry continues to get back on its feet, food trucks will be another trend we expect to grow in popularity this year. The sheer mobility and cost-effective nature of buying a vehicle versus permanent or expensive floor space coupled with low staff costs, allows restaurants an easy entry point to market and a good option to operate in different geographical locations. **Food trucks are also great marketing opportunities for restaurants hoping to reach new audiences.**

Restaurants move out of the city

A growing number of chefs are relocating from the city to the countryside. Rising rent costs in big cities is driving chefs to more rural locations where more people are relocating to work from home. This year we expect to see some restaurants opening premises in more rural areas to benefit from the troves of new customers that have decided to reconsider city life and move to the countryside.

How Trivec can help you

When choosing your [POS-system](#), it's important to look for a vendor you can grow with. Who can fit your restaurant's needs today and tomorrow. At Trivec we offer a wide range of payment solutions to our customers. We offer POS-system, [mobile ordering and payments](#), among many different payment solutions, [self-service kiosks](#), [automated beverage systems](#), [kitchen display system](#), [integrations](#) to hotel PMS, accounting system, inventory system, table bookings and lots more.

We also believe service is really important, so we have 24/7 support. We install our products and solutions tailored to your restaurant, to ensure smooth running, we support and train your staff.



**A growing
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Summary

2022 will be a redefining year for the restaurant industry as restaurant owners embark on their new normals. For the lucky ones it will be business as usual as customers start to come back to pre-pandemic levels, but for many it will be a year of flexibility and diversity as the world gets back to normal following the pandemic. Those that are able to adapt their offerings accordingly will fare the best this year.





Conclusion

The hospitality industry, as a whole, has shown incredible resilience in recent times and 2022 signals the start of a new era for the restaurant industry.

Nothing is certain, as we are all wholly aware, but the entrepreneurial spirit and forward-thinking of the restaurant sector is paving the way for a new age of food experiences.

The pandemic alerted us all to the importance of health and wellbeing and we are more aware than ever before of the food we eat and where it comes from. In 2022 we predict the healthy food trend will continue apace and restaurants will embrace this healthy curve.

Technology is reshaping the restaurant industry. Restaurants are on a pathway of modernisation aimed at improving the experience for the diner and the operational service elements of the business. The dining experience in 2022 will be diverse, while quality and ex-

periences are high on the wish list of restaurant-goers this year, the role of the restaurant as a meeting place and platform for socialising and building relationships and communities is of growing and continued importance.

Covid-19 and potentially other health-related issues will continue to be key in the sector's decision making. The 12 months ahead will undoubtedly be shaped by the events of the last 24 months, for better or for worse but with best-laid plans as restaurants operate in the new normal.

The traditional restaurant concept is set to continue to adapt in 2022 as rental and financial pressures grow and restaurant owners continue to find a way to commercialize their business and move with the times.

Technology is reshaping the restaurant industry

We love to talk to our clients!

Trivec's flexible offerings make it easy to find a perfect fit for you and your business.

We look forward to telling you more about our products and services. Let's set up a demo and discuss how we can help!

You can reach us at:

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Thank you!

[Book a demo](#)

