

# STATE OF THE RESTAURANT INDUSTRY 2025

POCKET GUIDE



# RESTAURANT & FOODSERVICE INDUSTRY IN 2025

**\$1.5T**  
forecast  
sales

**1M+**  
locations

**15.9M**  
employees

**Nation's  
2nd  
largest  
private-  
sector  
employer**

# SMALL BUSINESSES, BIG IMPACT



**\$3.5T**  
Economic  
contribution  
to economy

**1 in 10**  
people work  
in the  
restaurant  
industry

**41%**  
of restaurants  
are **minority-**  
**owned**

**47%**  
of restaurants  
are at least 50%  
**women-owned**

**> 9 in 10**  
restaurants  
have fewer than  
**50 employees**

**> 7 in 10**  
restaurants  
are **single-unit**  
**operations**

# INDUSTRY OF OPPORTUNITY

The restaurant industry is projected to create

**1.5M jobs**

over the next decade, reaching 17.4M by 2035

**Nearly 1/2**

of adults' **first jobs** were in a restaurant

**1 in 3**

**employed teens** work in restaurants—more than any other industry



**9 in 10**

restaurant managers and 8 in 10 restaurant owners **started in entry-level** restaurant positions

**Restaurants employ more women managers**

and minority managers than any other industry

# CONSUMERS BY THE NUMBERS

**82%**

of consumers say **going out to a restaurant is a better use of their leisure time** than cooking at home

**58%**

of consumers say they eat a **wider variety of global cuisines** now than they used to, such as Asian, South American, European or African



**82%**

of consumers say the availability of **discounts or value promotions** are important to them when choosing a restaurant for delivery

**86%**

of consumers say restaurants are a good place to **learn about food** that they haven't tried before

**70%**

of consumers say they would be likely to participate in **tasting events** at a restaurant

**62%**

of consumers say they'd likely participate in a **meal subscription** program if it was offered by a restaurant in their area

**51%**

of consumers—including 67% of Gen Z adults and 64% of millennials—say ordering **takeout food** from a restaurant is an essential part of their lifestyle



**53%**

of consumers say the availability of **technology options** for things like ordering and paying is important to them when choosing a limited-service restaurant

**76%**

of consumers say **social media** is a good way to learn about restaurants in their area



**64%**

of consumers say the availability of **locally-sourced** food is important to them when choosing a sit-down, tableservice restaurant

**44%**

of consumers say they would be likely to purchase **apparel** (such as sweatshirts or caps) containing the restaurant's name and logo if they were offered by one of their favorite restaurants



**64%**

of consumers say they are increasingly likely to replace traditional meals (breakfast, lunch or dinner) with **snack** items during the day

**41%**

of consumers say an important factor when choosing a fullservice restaurant is whether they are a member of its **customer loyalty and reward program**

NATIONAL  
**RESTAURANT**  
ASSOCIATION



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