

# Consumer vs. Restaurant



Restaurants — typically a site of leniency and indulgence when it comes to health and wellness — can present challenges to consumers trying to stick closely to a specific diet or eating approach.

Hartman research finds that for consumers pursuing specific diets and eating approaches, dining out is a top situation when eating rules are set aside, though the specific challenges with dining out differ by diet.

# 35%



**of dieters say they often do not adhere to their diets when dining out\***

\* Among past-year users of each diet type studied – Source: Modern Approaches to Eating report, The Hartman Group, Inc.

**How can restaurant, foodservice and food retailers help? Find out more in our upcoming Food Sourcing in America 2022 study:**

In terms of how diverse headwinds experienced by consumers impact eating out, food shopping and food procurement in general, Food Sourcing in America 2022 builds on over 20 years of Hartman Group shopper and eating occasion research to provide insights into how consumer sentiments and behaviors will impact the food and beverage marketplace both today and in the future.

**You can download a free overview and order form for Food Sourcing in America 2022 here.**