

## SEVEN PREDICTIONS FOR 2020

**W**hile restaurant sales growth will continue to outpace total retail sales growth based on consumer demand and rising prices, landlords must be careful not to weaken profitability with too many competing uses.

- Restaurants will continue refining solutions to delivery challenges, including the exchange of consumer market and demographic data, as well as data needed to personalize in-app services—a critical component of partnerships between restaurant operators and third-party service providers.

- Delivery-only restaurants, known as virtual restaurants or ghost kitchens, will become a primary growth vehicle of restaurant delivery platforms.

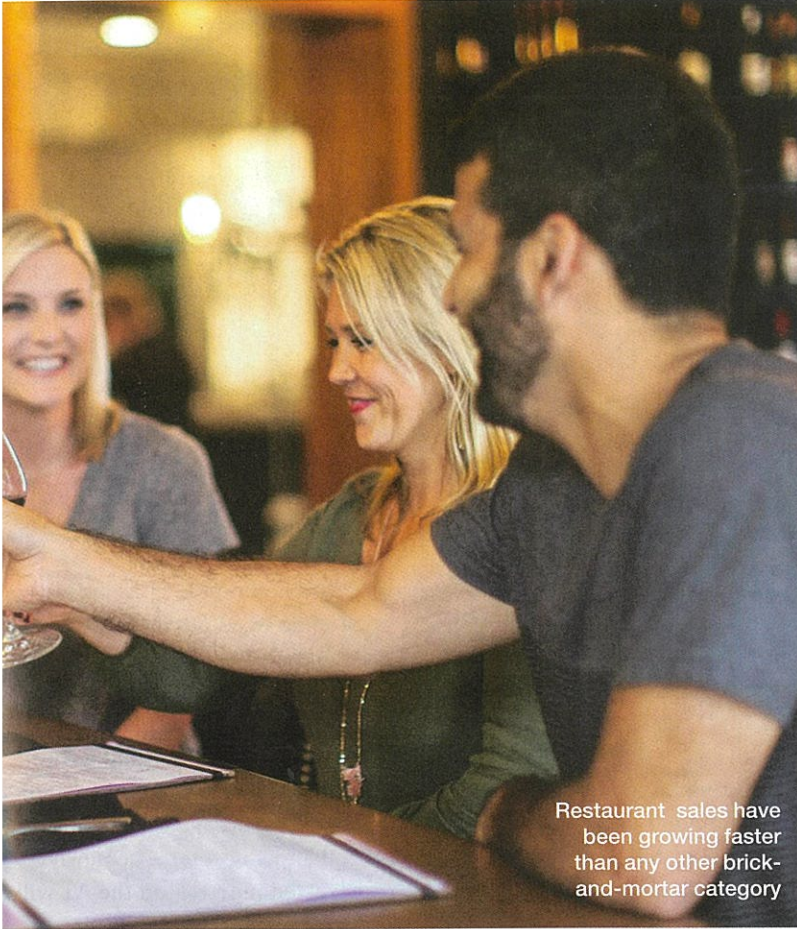
- Restaurant operators will continue investing heavily in consumer-facing and back-of-house technology to help control rising costs through automation and to improve customer experience.

- Rapid growth in fast-casual dining will continue among traditional concepts as well as regional and specialty startups entering the market due to lower barriers to entry.

- Fast food will continue evolving to meet consumer demand for healthy food options, technological conveniences and modern designs.

- As “eatertainment” operators downsize to smaller, tech-driven formats, they will infill urban locations and be a catalyst for revitalization of urban main streets in select markets.

- Diverse food halls will expand further into suburban markets but must be executed and operated correctly to be successful. ■



Restaurant sales have been growing faster than any other brick-and-mortar category

