AGRICULTURAL AND RESOURCE ECONOMICS
KASETSART UNIVERSITY

Food Away From Home

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FB Page: EatEcon

Food away from home (FAFH) VS Food at home (FAH)

FAFH

- Restaurants
- Take-out, even if you take away to eat at home
- Delivery
- Street food
- Convenient stores

FAH

- Food prepared at home
- Food prepared at home to eat away from home (e.g. picnic, lunch box)

What Determine FAFH and FAH?

Determinants of FAFH and FAH

Price

- Purchase price: food, raw food and other ingredients
- Transportation cost

Income

- Earned and non-earned income
  - Restaurant meals are normal goods: wish more as you get richer
  - Higher wages signal higher time cost of preparing food at home

Preferences

- Age: young people may place higher value on socialising, while older people have had more time to acquire cooking skills
- Lifestyle
- Social situation

Net prices for FAFH and FAH

Net price of eating out

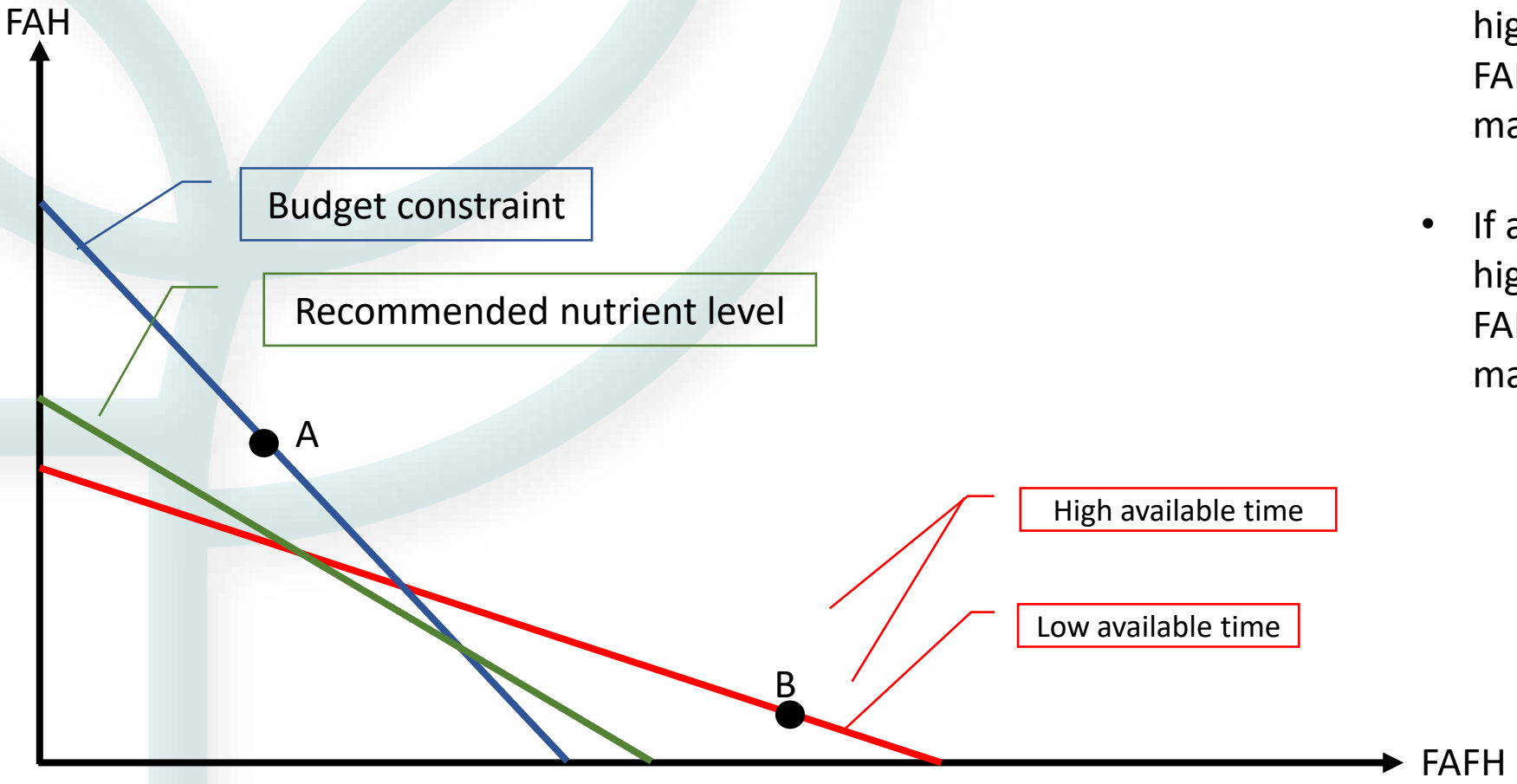
- Cost of menu items + opportunity cost of travel time
- As number of restaurants in a geographic area increases, travel times fall

Net price of eating at home

- Cost of ingredients + opportunity cost of preparation and clean-up time
- If wages rise, cost of preparation and clean-up rise

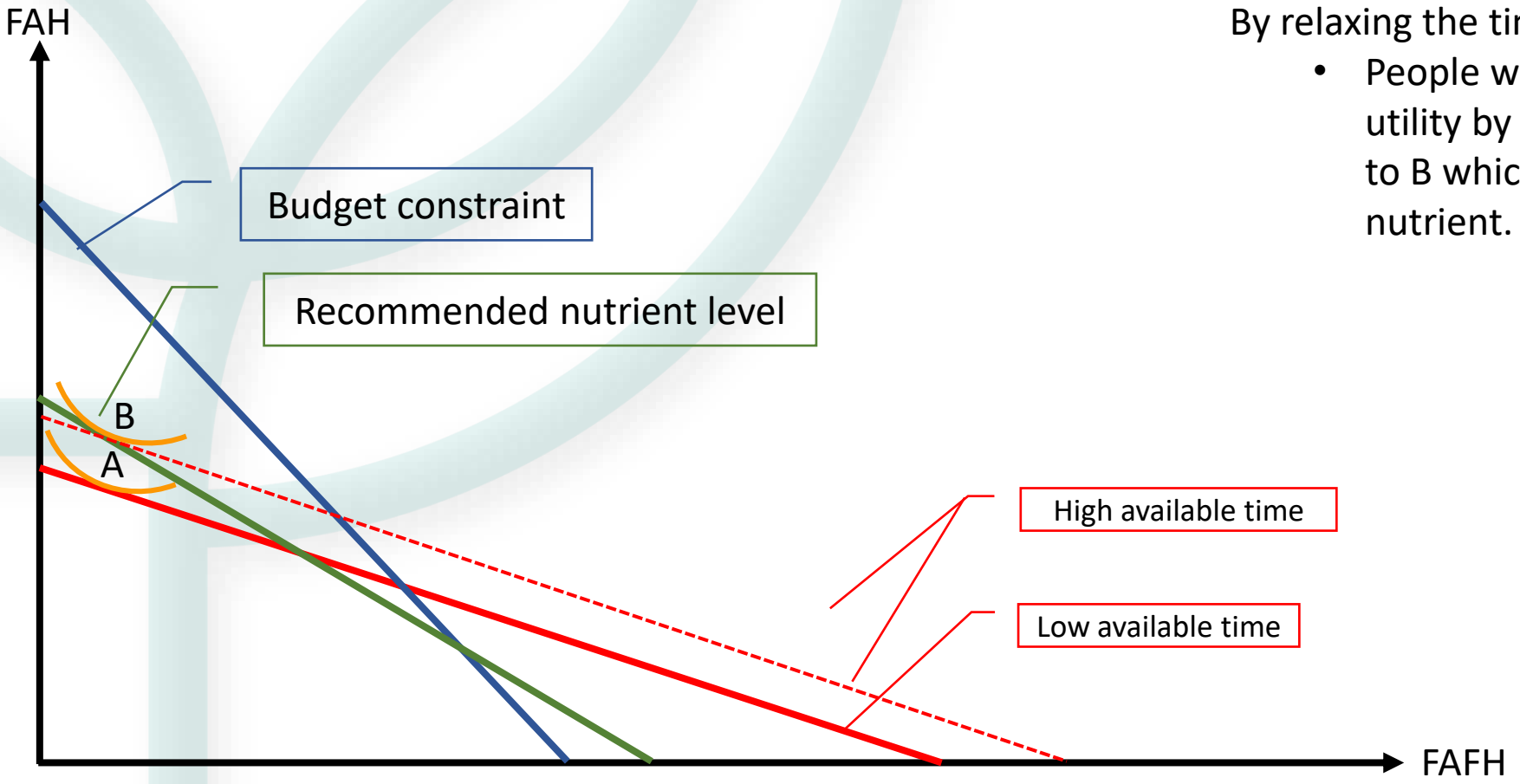
- Although, direct cost of FAFH and FAH items grew at roughly same rate, the opportunity cost of FAFH rose slower than the one of FAH.

Feasible choice set and optimal consumption



- If an individual prefers eating a high level of FAH relative to FAFH, then this one would maximise utility at A
- If an individual prefers eating a high level of FAFH relative to FAH, then this one would maximise utility at B

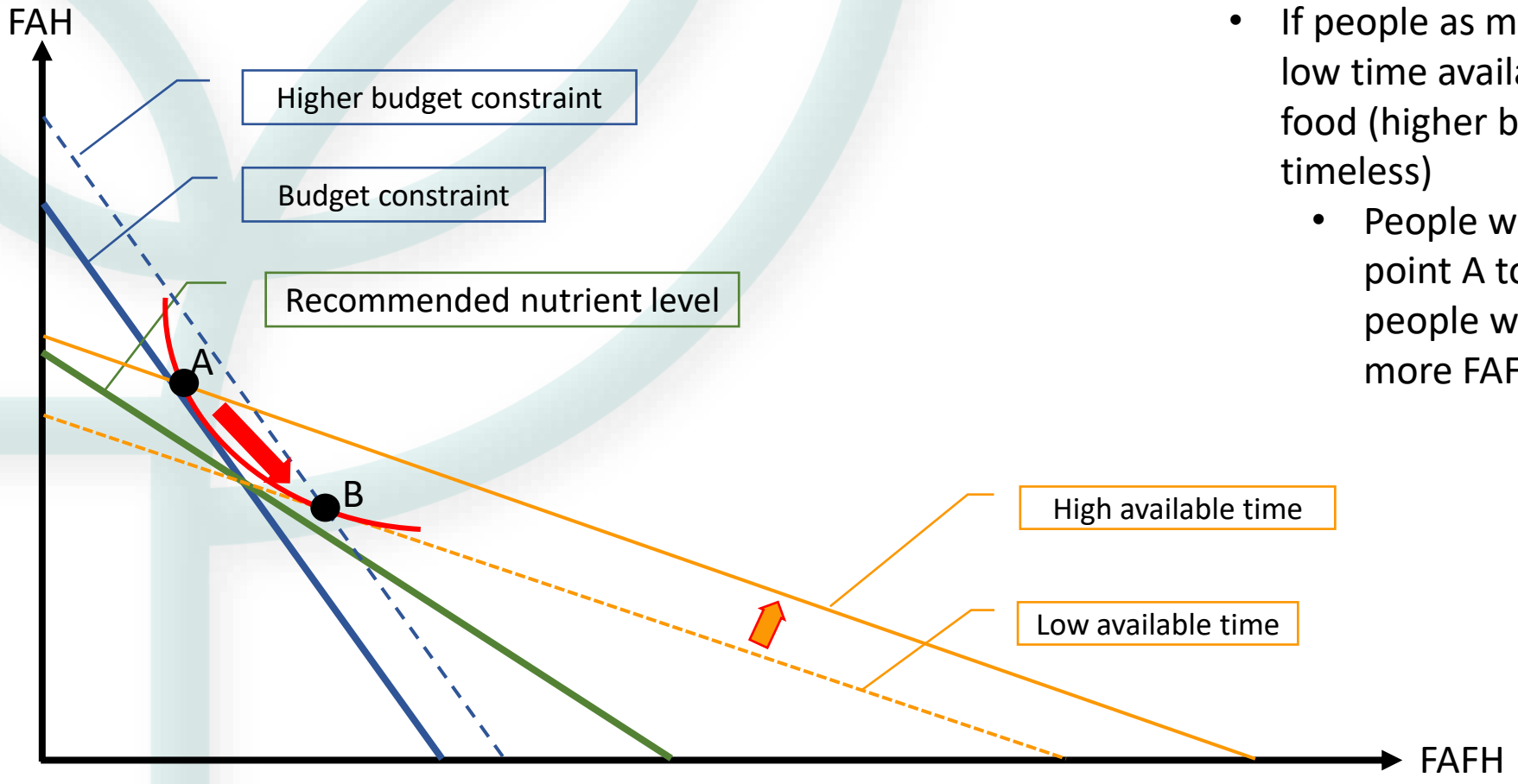
Feasible choice set and optimal consumption



By relaxing the time constraint:

- People would rise their utility by consume from A to B which gain more nutrient.

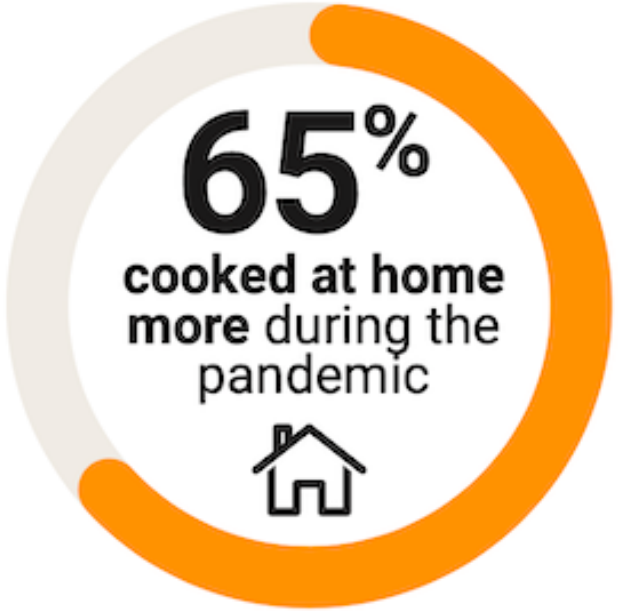
Feasible choice set and optimal consumption

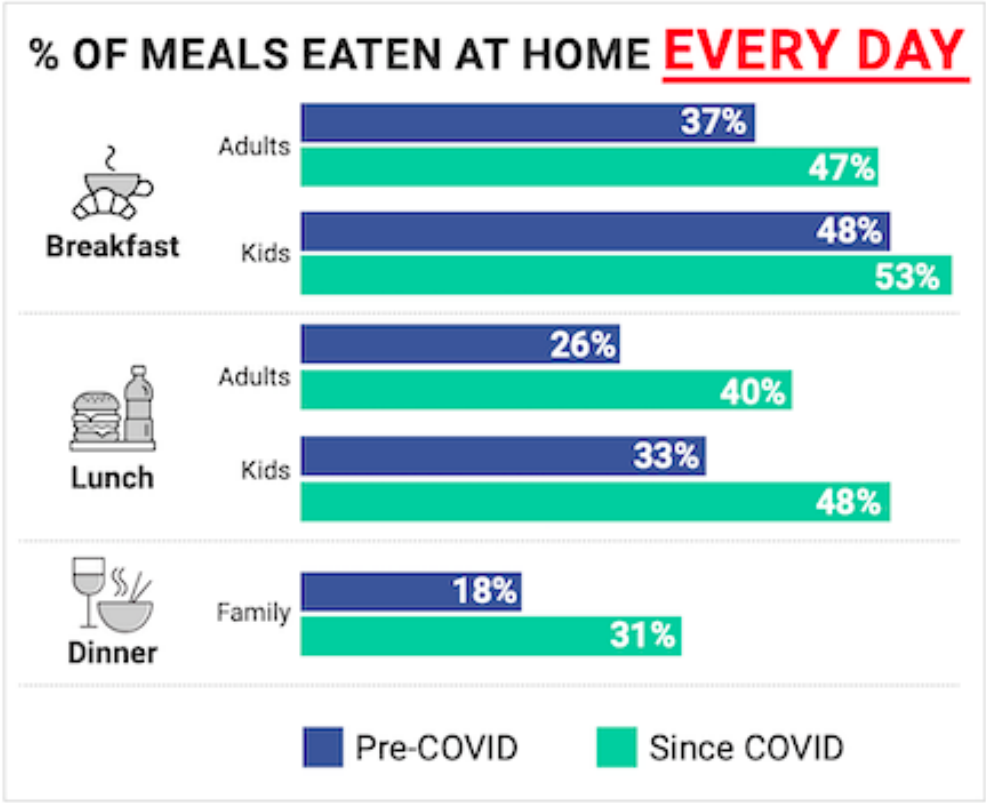


- If people as more income but low time availability to spend on food (higher budget and timeless)
  - People will move from point A to B that mean people would consume more FAFH and less FAH

Study: Most U.S. consumers to stick with eating at home post-pandemic

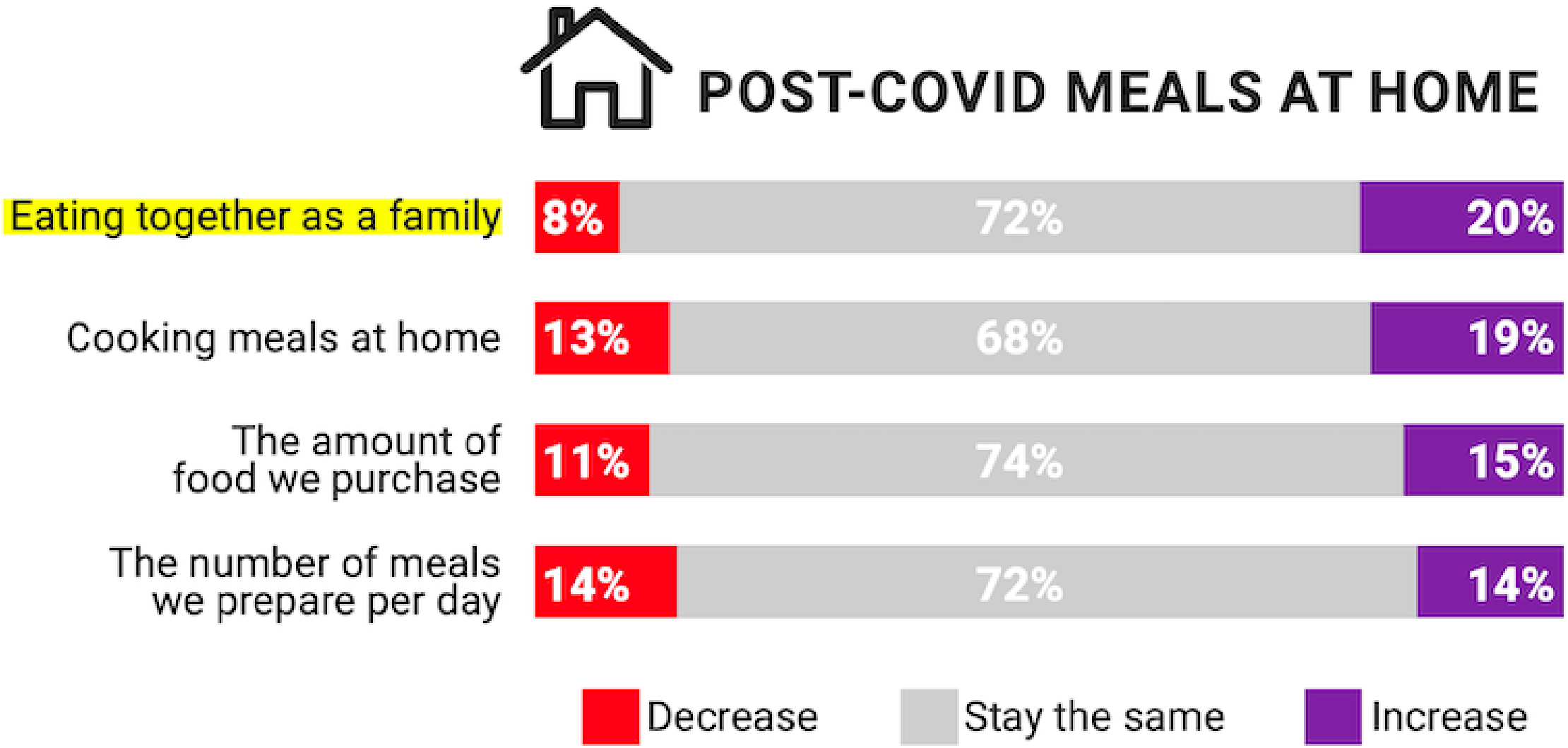
Nearly 2/3 of shoppers cooked at home more during the pandemic, eating far more meals at home all the time





https://www.supermarketnews.com/consumer-trends/study-most-us-consumers-stick-eating-home-post-pandemic

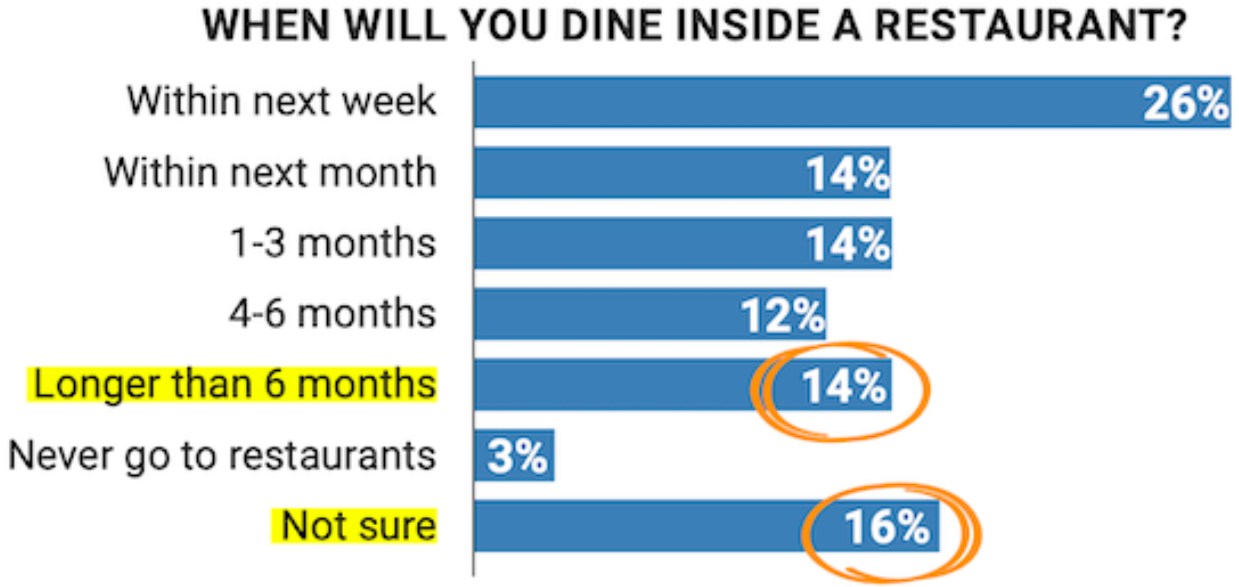
Study: Most U.S. consumers to stick with eating at home post-pandemic



https://www.supermarketnews.com/consumer-trends/study-most-us-consumers-stick-eating-home-post-pandemic

Study: Most U.S. consumers to stick with eating at home post-pandemic

Nearly 1/3 are not sure or think it will be a while before they eat inside a restaurant



https://www.supermarketnews.com/consumer-trends/study-most-us-consumers-stick-eating-home-post-pandemic

USA: Food expenditures at the national level

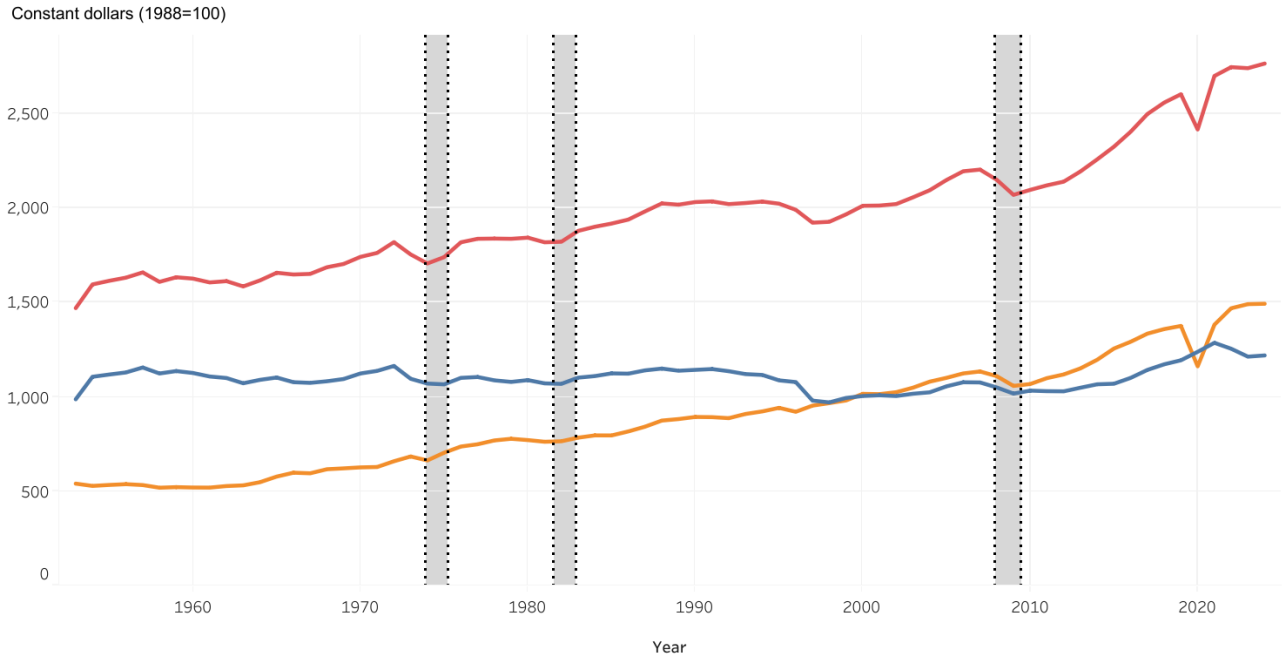
Food expenditures at the national level

Food expenditures | Food share of disposable personal income | Food expenditures by outlet | Share of food spending, by outlet

Per capita food expenditures, constant dollars

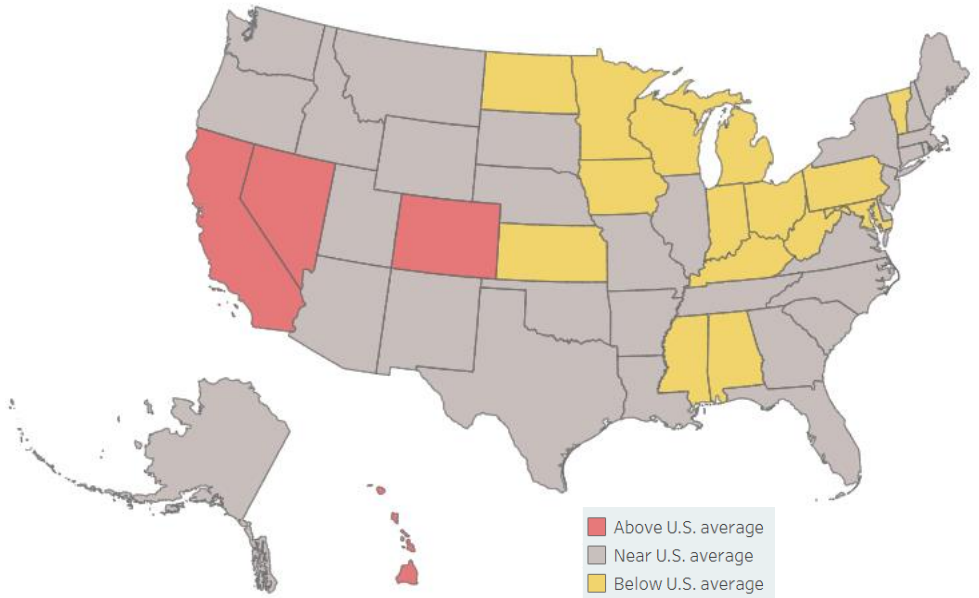
Select series type
(●) Constant dollars (1988=100)
( ) Nominal dollars

Select per capita or total
(●) Per capita
( ) Total



Note: Estimates are for all purchasers, include taxes and tips, and are in nominal and constant dollars, as noted.
The base year for the constant dollar series is 1988=100.
Recessions lasting more than 1 year are denoted as gray bands in the chart. Recessions are defined by the National Bureau of Economic Research.
Data prior to 1997 are based on archived food spending estimates.
Data are as of June 2025 and are subject to revision.
Source: USDA, Economic Research Service, Food Expenditure Series and the National Bureau of Economic Research.

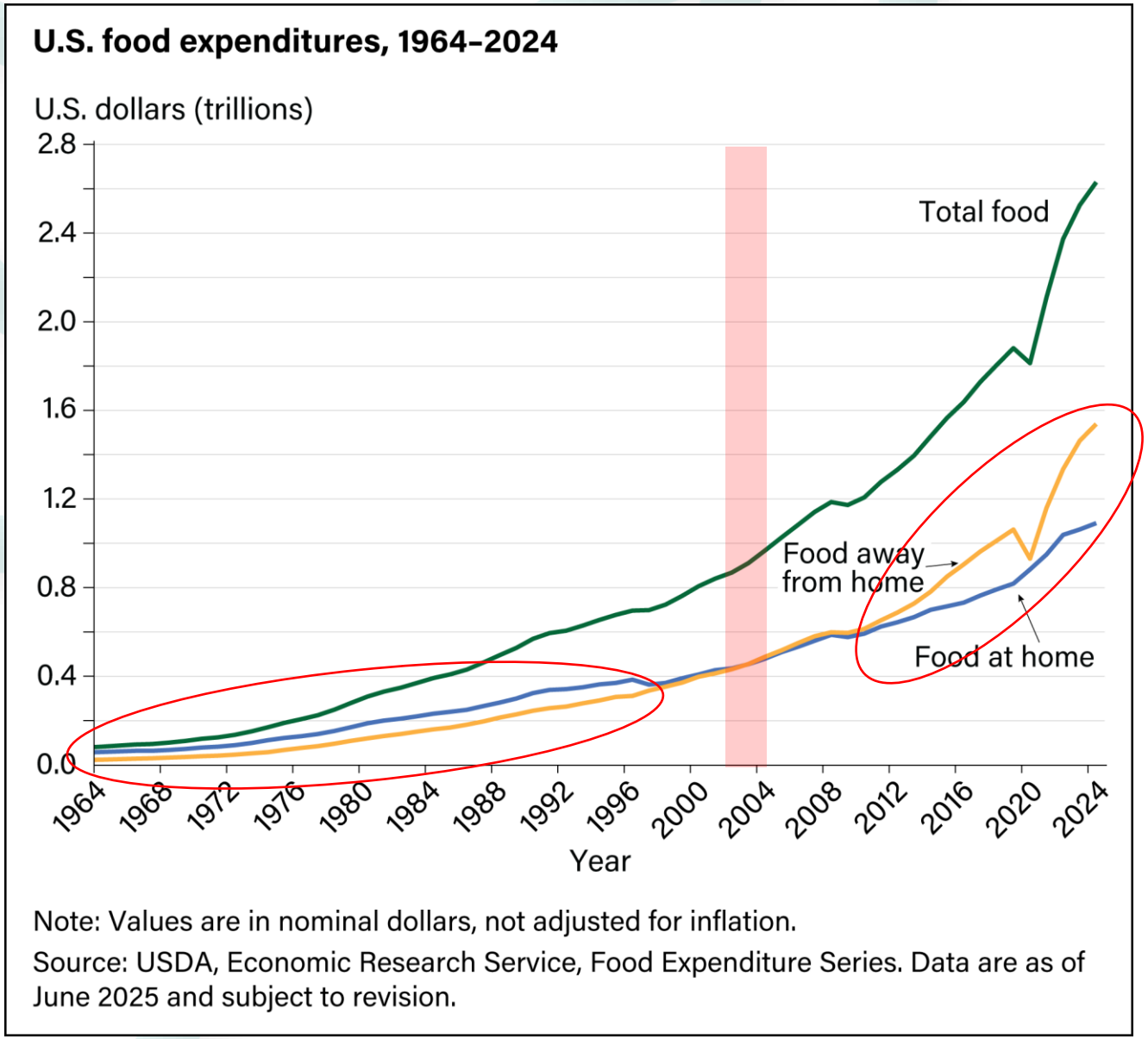
Total food sales across States in 2024, per capita



2024
National per capita total food sales, nominal dollars

$7,495

USA: Total food spending reached $2.63 trillion in 2024



In 2024, nominal (i.e., not adjusted for inflation) food expenditures by U.S. consumers, businesses, and government entities reached $2.63 trillion, up from $2.53 trillion in 2023. This increase was mainly driven by growth in food-away-from-home spending, climbing from $1.46 trillion in 2023 to $1.54 trillion in 2024. Meanwhile, food-at-home spending increased from $1.06 trillion in 2023 to $1.09 trillion in 2024. Food-away-from-home expenditures as a share of total food expenditures reached a high of 58.5 percent in 2024.

by Eliana Zeballos and Wilson Sinclair
6/10/2025

Consumer Price Index for All Urban Consumers: Food at Home in U.S. City Average

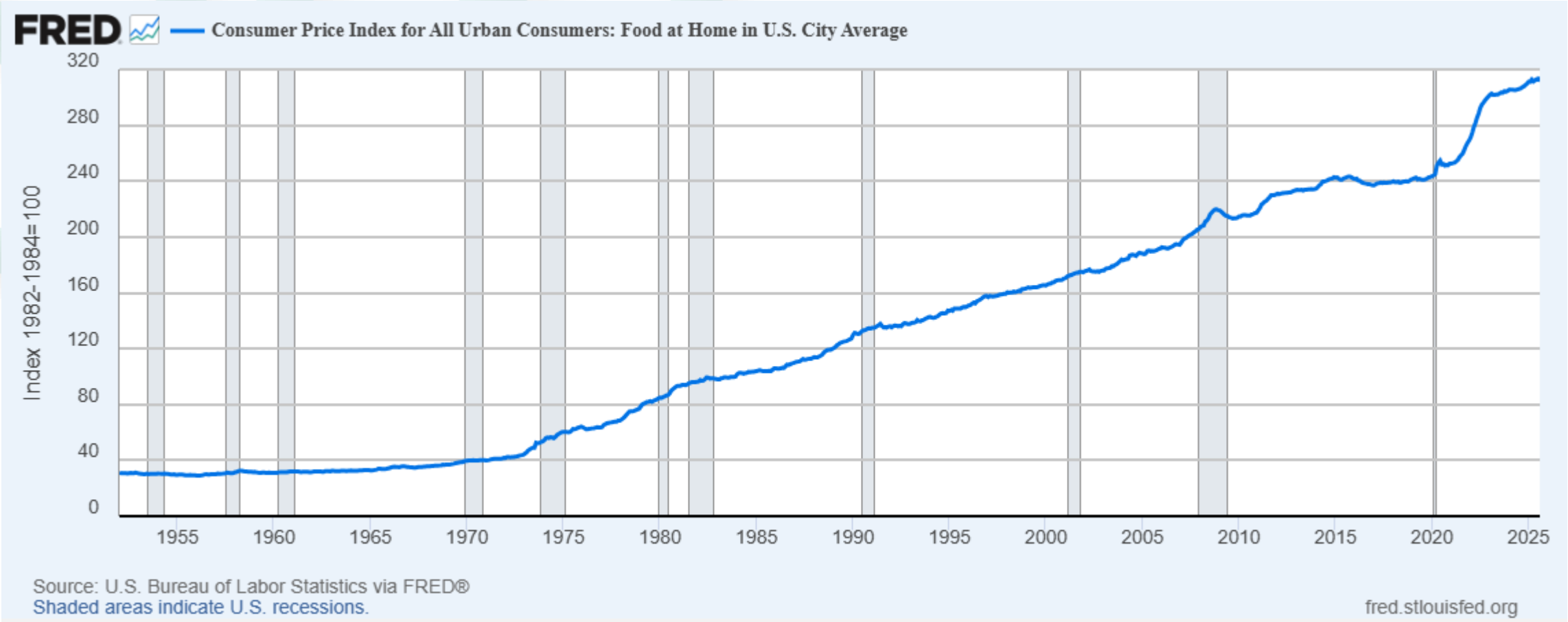
Observations
Aug 2025: **314.472**
Updated: Sep 11, 2025 7:41 AM CDT
Next Release Date: Oct 15, 2025

Units:
Index 1982-1984=100,
Seasonally Adjusted

Frequency:
Monthly

1Y | 5Y | 10Y | Max

1952-01-01 to 2025-08-01



U.S. Bureau of Labor Statistics, Consumer Price Index for All Urban Consumers: Food at Home in U.S. City Average [CUSR0000SAF11], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/CUSR0000SAF11, September 14, 2025.

Consumer Price Index for All Urban Consumers: Food Away from Home in U.S. City Average

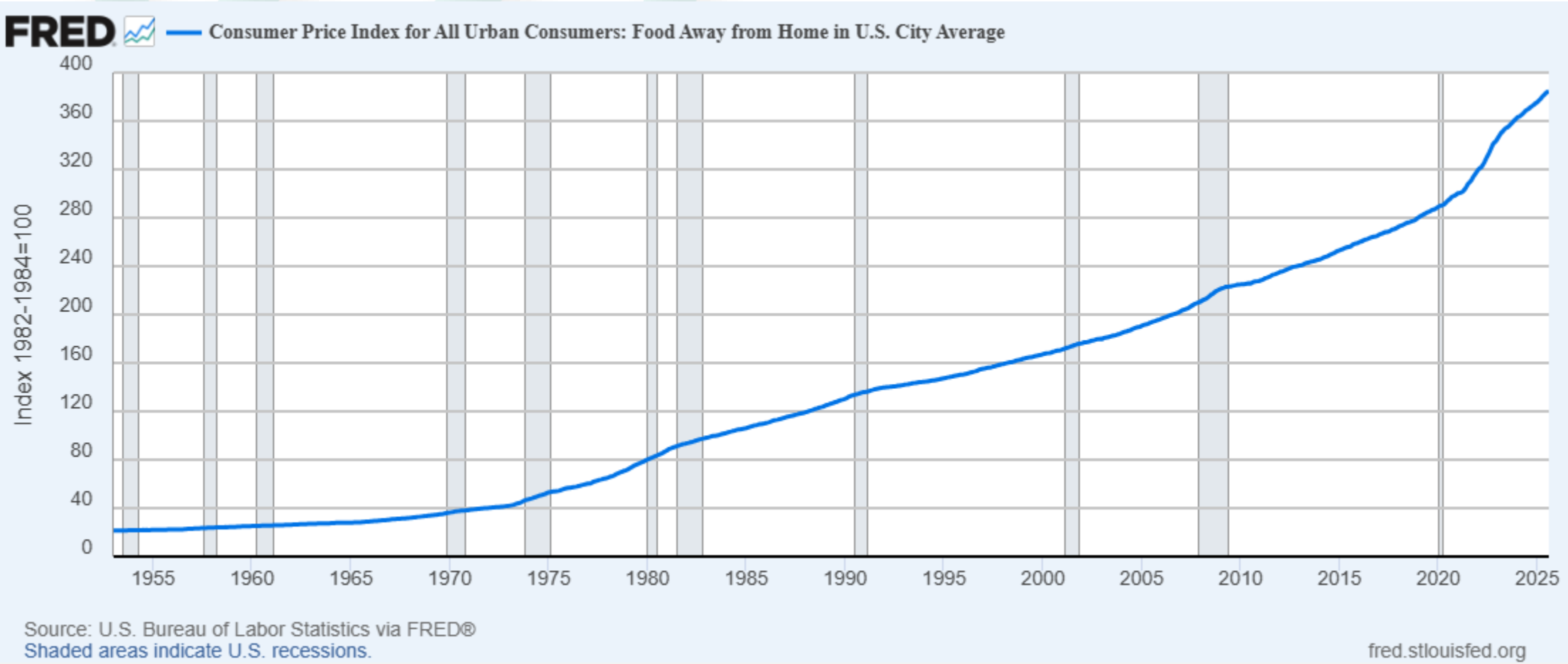
Observations
Aug 2025: **384.909**
Updated: Sep 11, 2025 7:41 AM CDT
Next Release Date: Oct 15, 2025

Units:
Index 1982-1984=100,
Seasonally Adjusted

Frequency:
Monthly

1Y | 5Y | 10Y | Max

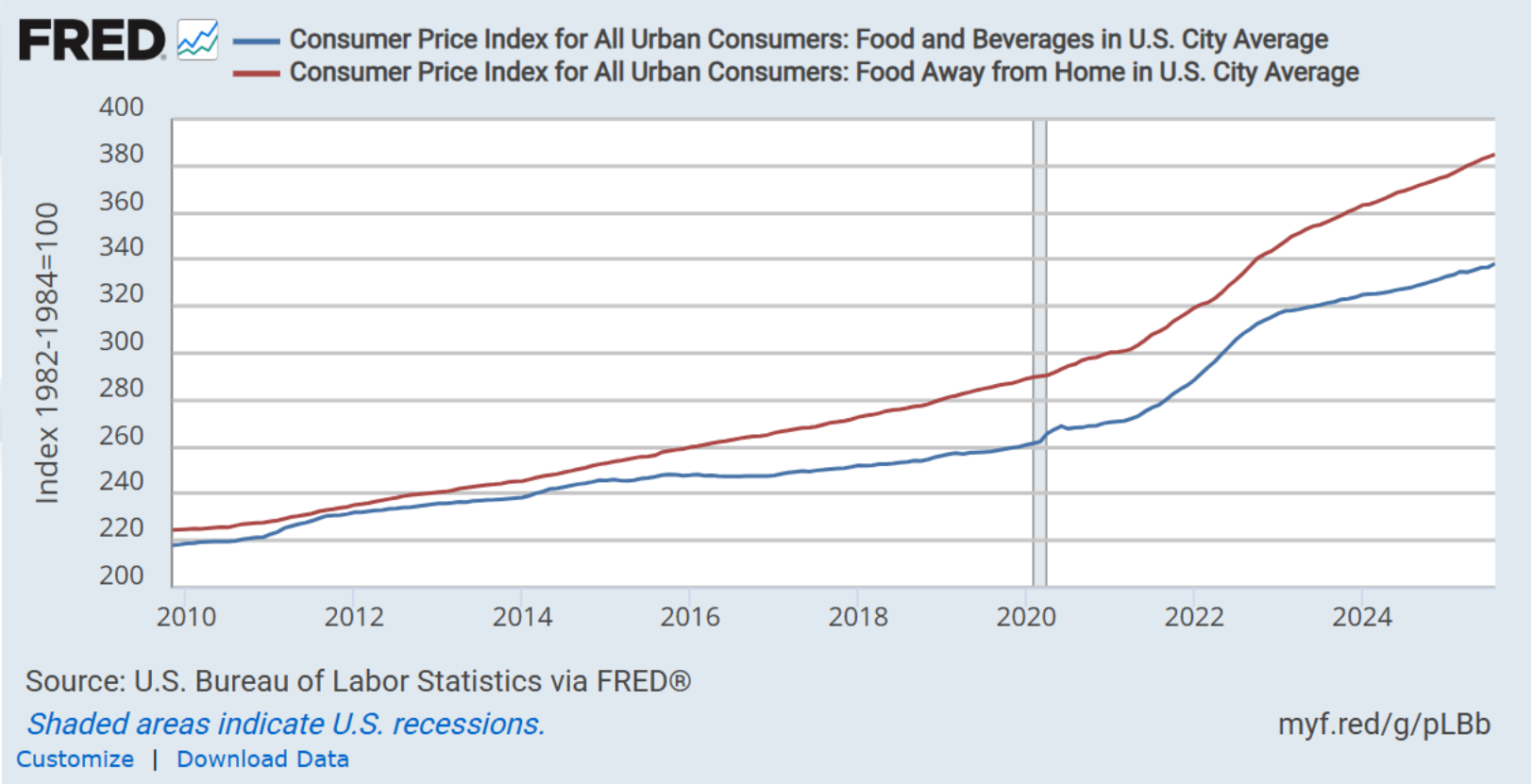
1953-01-01 to 2025-08-01



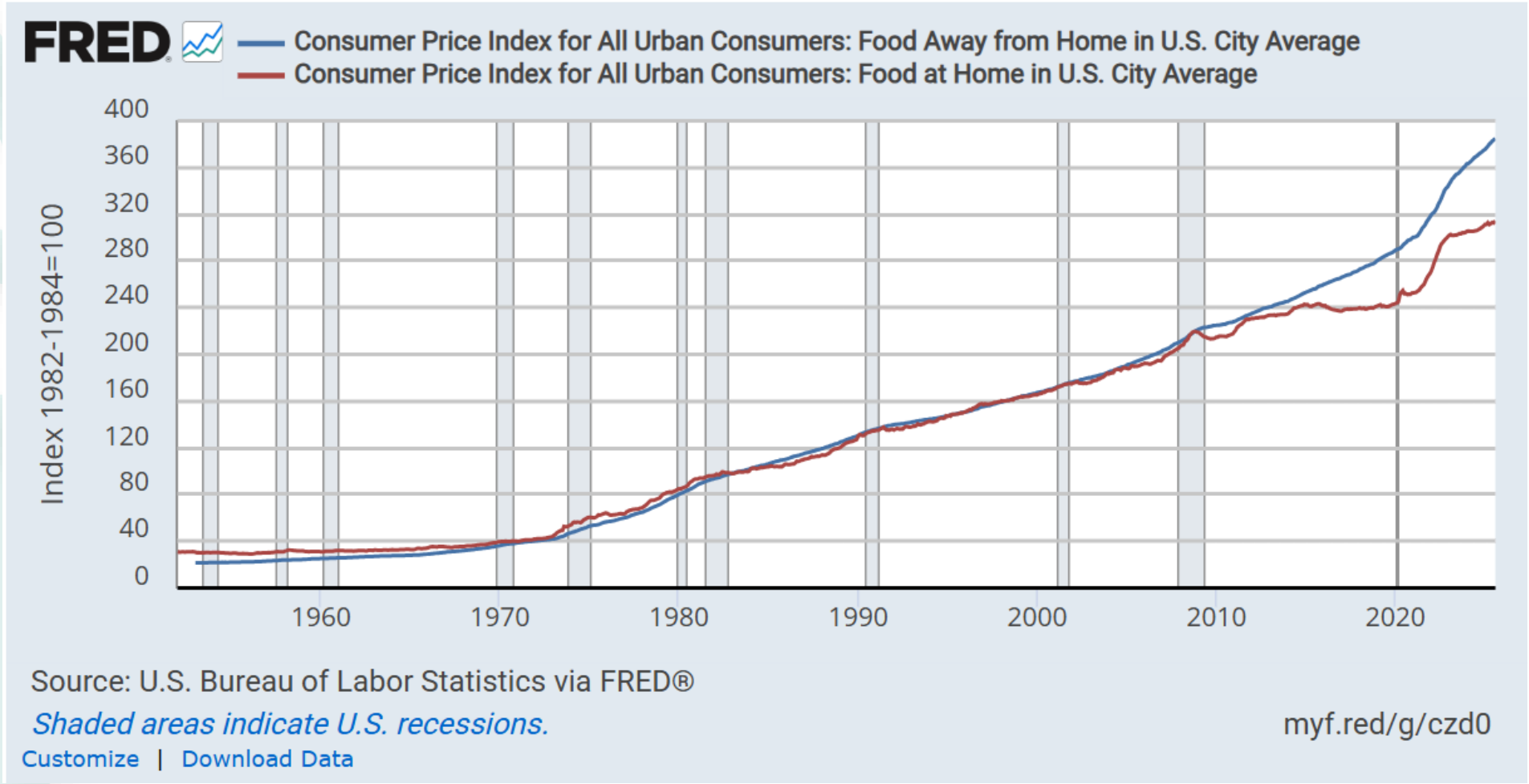
U.S. Bureau of Labor Statistics, Consumer Price Index for All Urban Consumers: Food Away from Home in U.S. City Average [CUSR0000SEFV], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/CUSR0000SEFV, September 15, 2025.

Food prices for dining out vs. staying home

Here at the FRED Blog, continuously looking for self-improvement opportunities, and the New Year's resolution is to focus on home-cooked foods. Food at home is often fresher and healthier, but it's also less expensive: The graph above shows that the cost of food away from home has been increasing much faster than the average of all foods.



Comparing price inflation of food at home and away from home



Cloud kitchen

2019-2026,
the Cloud Kitchen market will
ACCELERATE
at a CAGR of

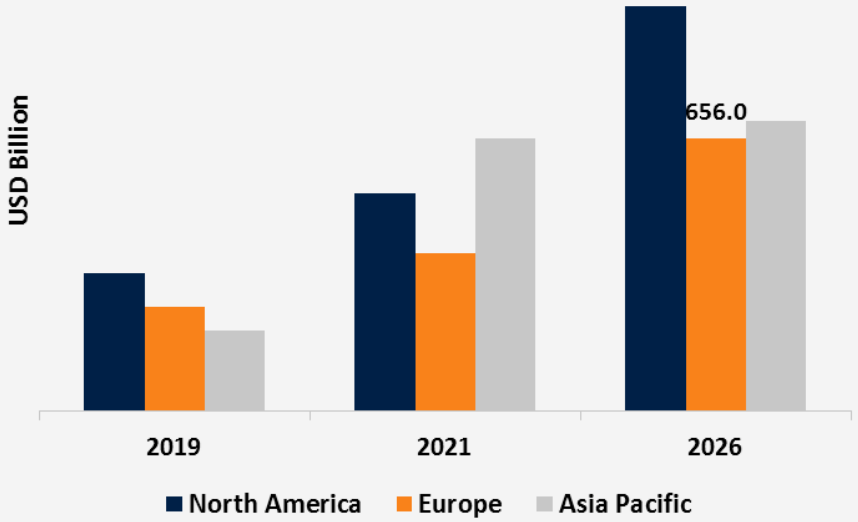
17.2%

60.3%

of the market was accounted to platform segment of cloud kitchen market.

Increased adoption of digital payments, Need to comply with stringent regulatory compliance extensive research and innovations are some of the drivers of this market.

- Web deployment segment of cloud kitchen market dominated the market during the forecast period
- Mobile deployment accounted for 30% of the total market in 2018



Asia-Pacific regional segment of the cloud kitchen market is expected to remain highest growing segment during 2019-2026, at a CAGR of 20.0%; owing to the massive untapped potential of in developing economies like India and China.

Europe is expected to hold a majority share of the cloud kitchen market due to presence of well established food delivery companies and resturants.

The North America market is expected to remain chief revenue generating region. During 2019-2026

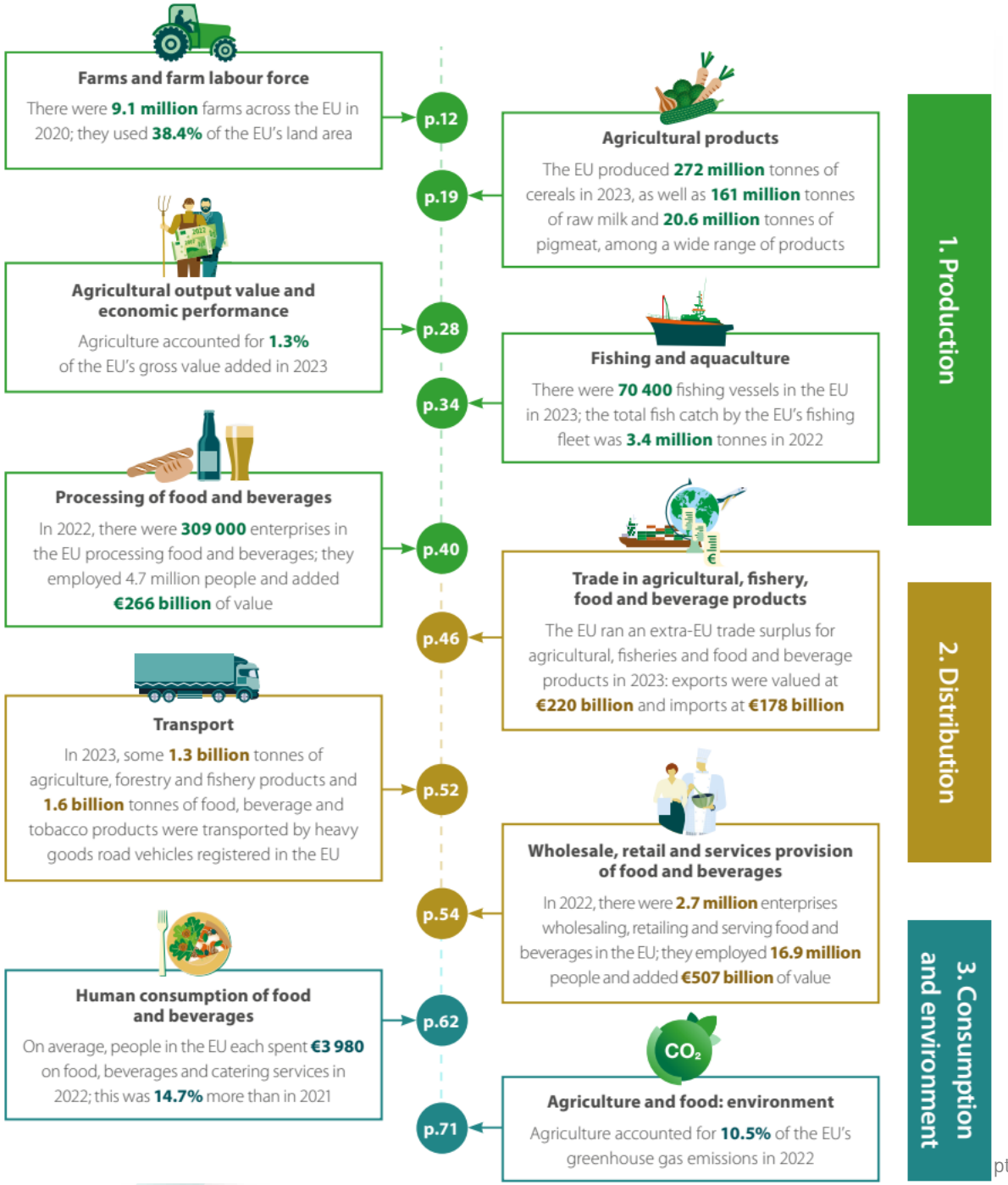
https://www.reportsanddata.com/report-detail/cloud-kitchen-market

Key insights from consumer food insights

https://ag.purdue.edu/cfdas/consumer-food-insights/current-report/

Key insights include:

1. Food values remain stable, with taste, affordability and nutrition leading; environmental and social impact remain secondary attributes.
2. Consumer familiarity with and frequency of AI tool use is high; sentiment about its impact on society leans positive.
3. The majority of consumers support the application of AI in food and agriculture production; support increased slightly from June 2023.
4. Trust in applications of AI within the food system is moderate; transparency about its use is very or extremely important to most (64%).
5. Older consumers are more likely to be skeptical or unsure of AI and its use in food and agriculture; knowledge remains a barrier.
6. Consumer food inflation expectations for the next 12 months jumped by 0.5 points to 4.5%, the third consecutive increase.
7. Young adults are more likely to believe in the health benefits of organic, gluten-free, and plant-based foods than older consumers.



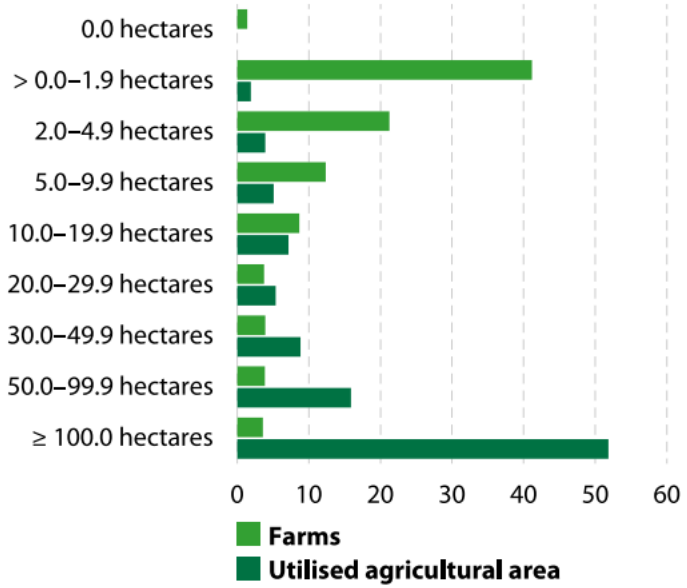
Key figures on the European food chain 24th edition

European Commission: Eurostat, Key figures on the European food chain – 2024 edition, Publications Office of the European Union, 2024, https://data.europa.eu/doi/10.2785/5897613

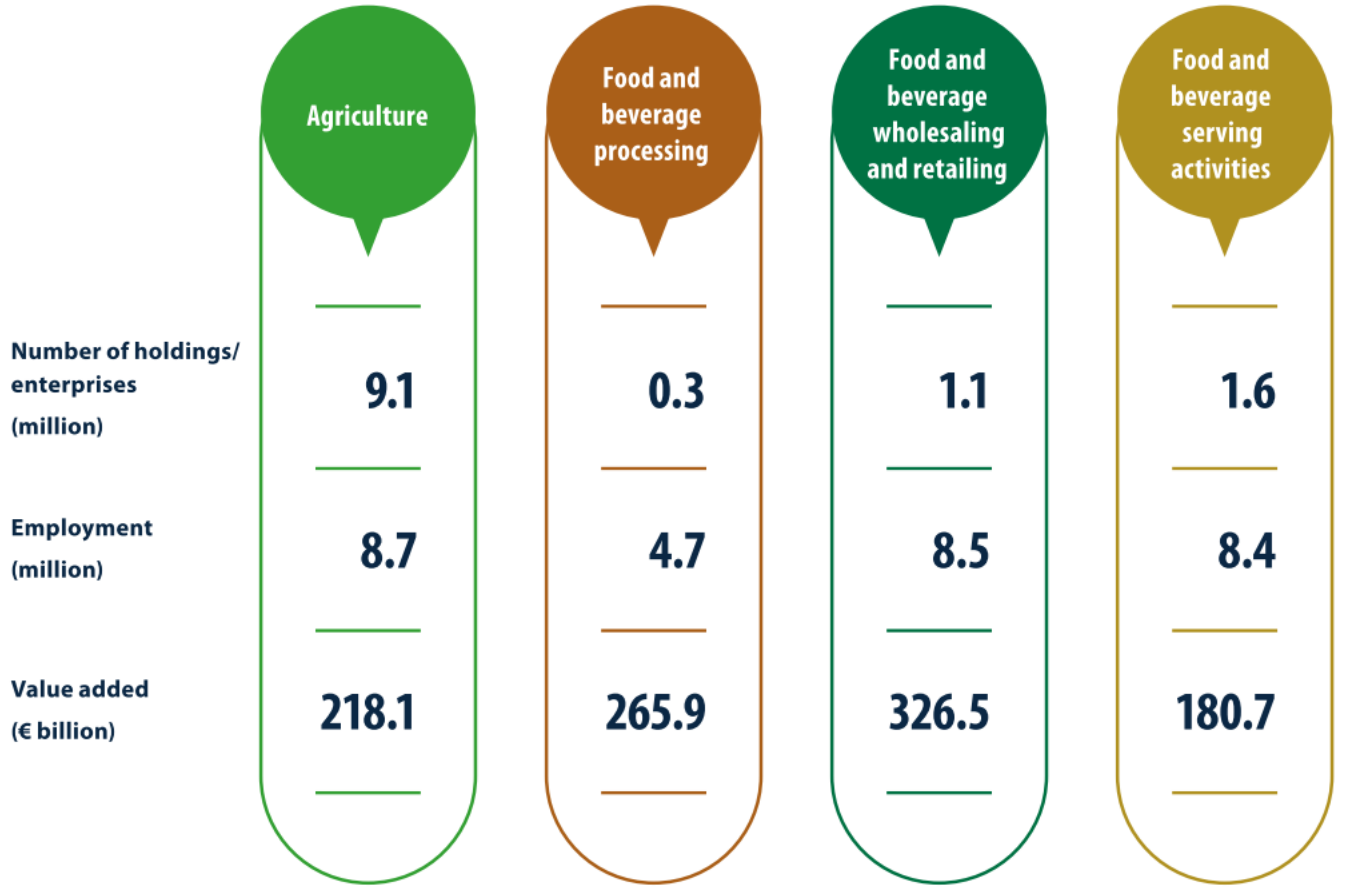
The food chain

Distribution of farms and farmland by farm size

(% share of total, EU, 2020)



Source: Eurostat (online data code: ef_m_farmleg)

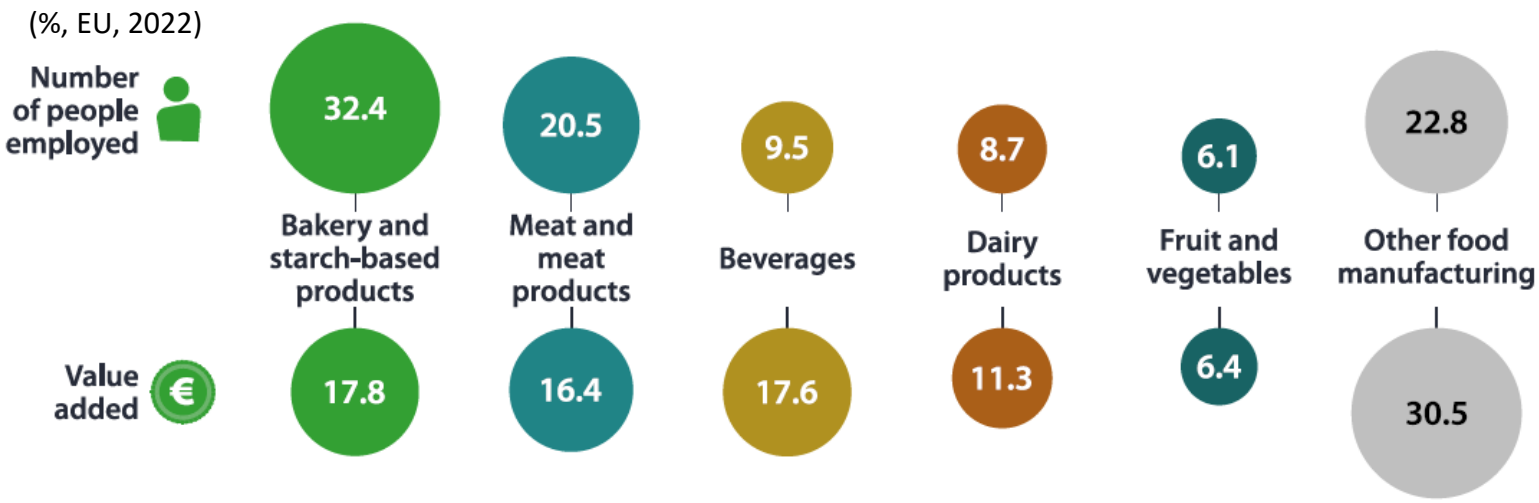


Note: value added at basic prices for agriculture. Value added at factor cost for the other parts of the food chain. For agriculture: number of holdings and employment, 2020.

Source: Eurostat (online data codes: ef_m_farmleg, aact_eaa01 and sbs_sc_act)

European Commission: Eurostat, Key figures on the European food chain – 2024 edition, Publications Office of the European Union, 2024, https://data.europa.eu/doi/10.2785/5897613

Structure of food and beverage processing

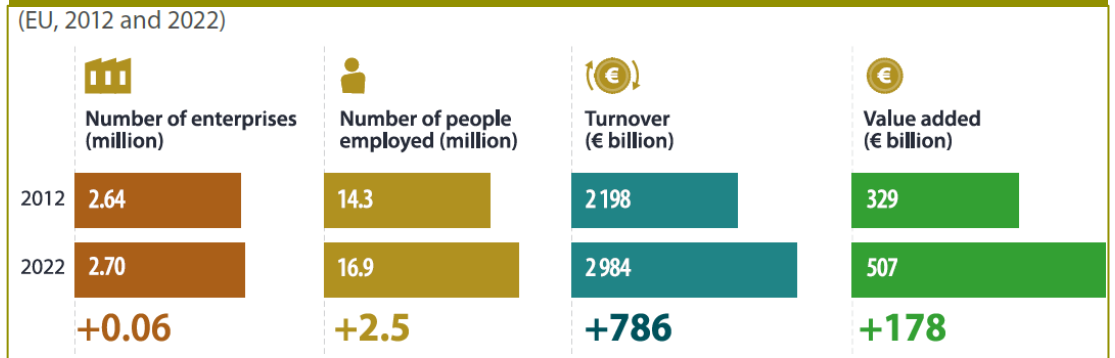


Note: ranked on the share for the number of people employed.
Includes estimates made for the purpose of this publication.

Source: Eurostat (online data code: sbs_ovw_act)

In 2022, around a third (32.4%) of the EU's food and beverage processing workforce were employed in the manufacture of bakery and starch-based products (for example bread, cakes, biscuits, pasta and noodles). The next highest share was for the manufacture of meat and meat products (20.5%).

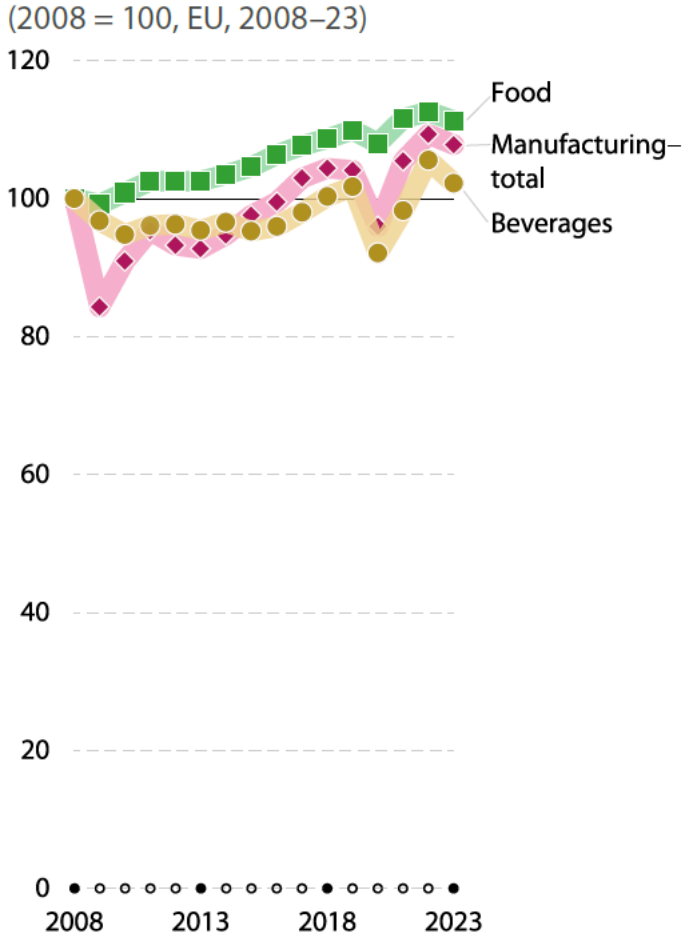
Wholesaling, retailing and serving of food and beverages



Note: for wholesaling and retailing, food and beverages also covers tobacco. These trade and service activities include NACE codes: 46.17, 46.3, 47.11, 47.2, 47.81 and 56. Includes estimates made for the purpose of this publication. Different scales are used for each indicator.

Source: Eurostat (online data codes: sbs_ovw_act, sbs_na_dt_r2 and sbs_na_1a_se_r2)

Volume index of production



Note: index originally compiled with 2021 = 100; rescaled to 2008 = 100.

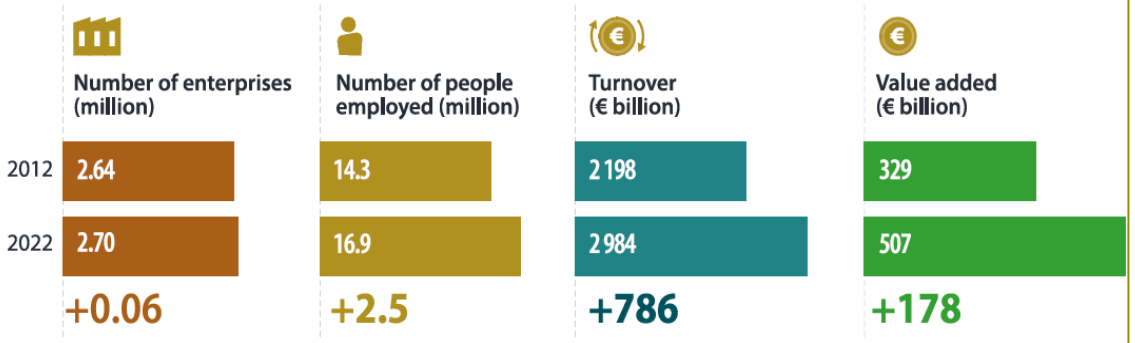
Source: Eurostat (online data code: sts_inpr_a)

European Commission: Eurostat, Key figures on the European food chain – 2024 edition, Publications Office of the European Union, 2024, https://data.europa.eu/doi/10.2785/5897613

wholesaling, retailing and serving of food and beverages

Wholesaling, retailing and serving of food and beverages

(EU, 2012 and 2022)



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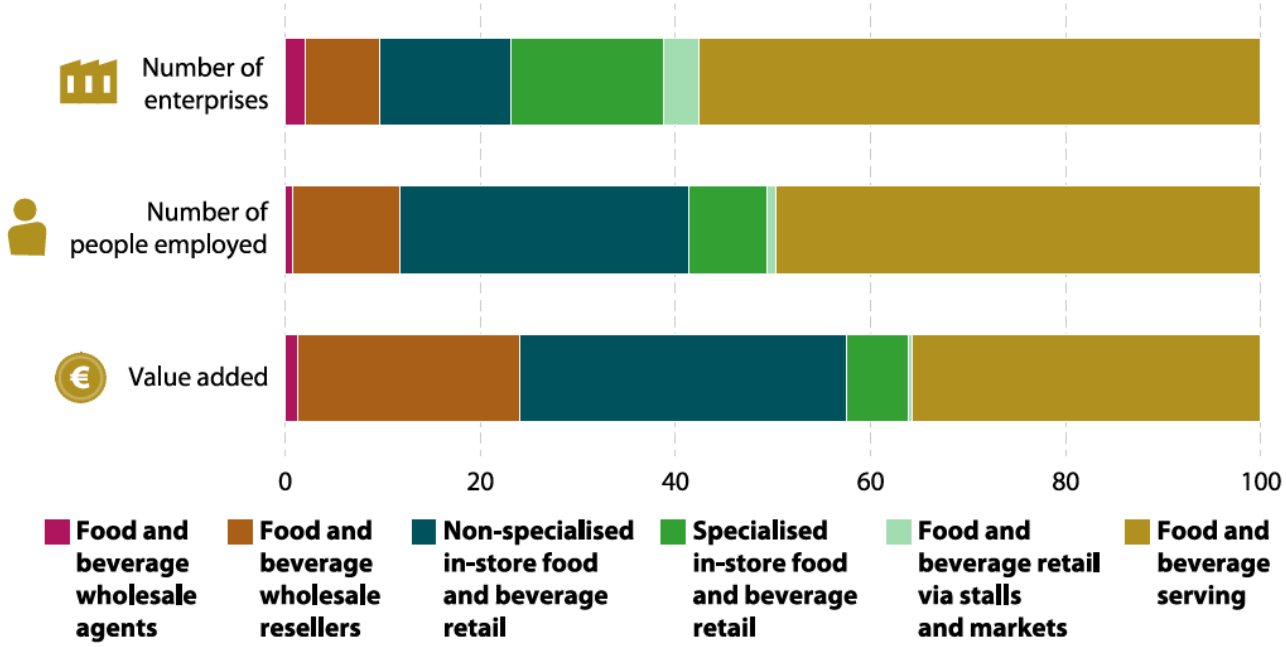
Source: Eurostat (online data codes: sbs_ovw_act, sbs_na_dt_r2 and sbs_na_1a_se_r2)

Structure of wholesaling, retailing and serving of food and beverages

(%, EU, 2022)

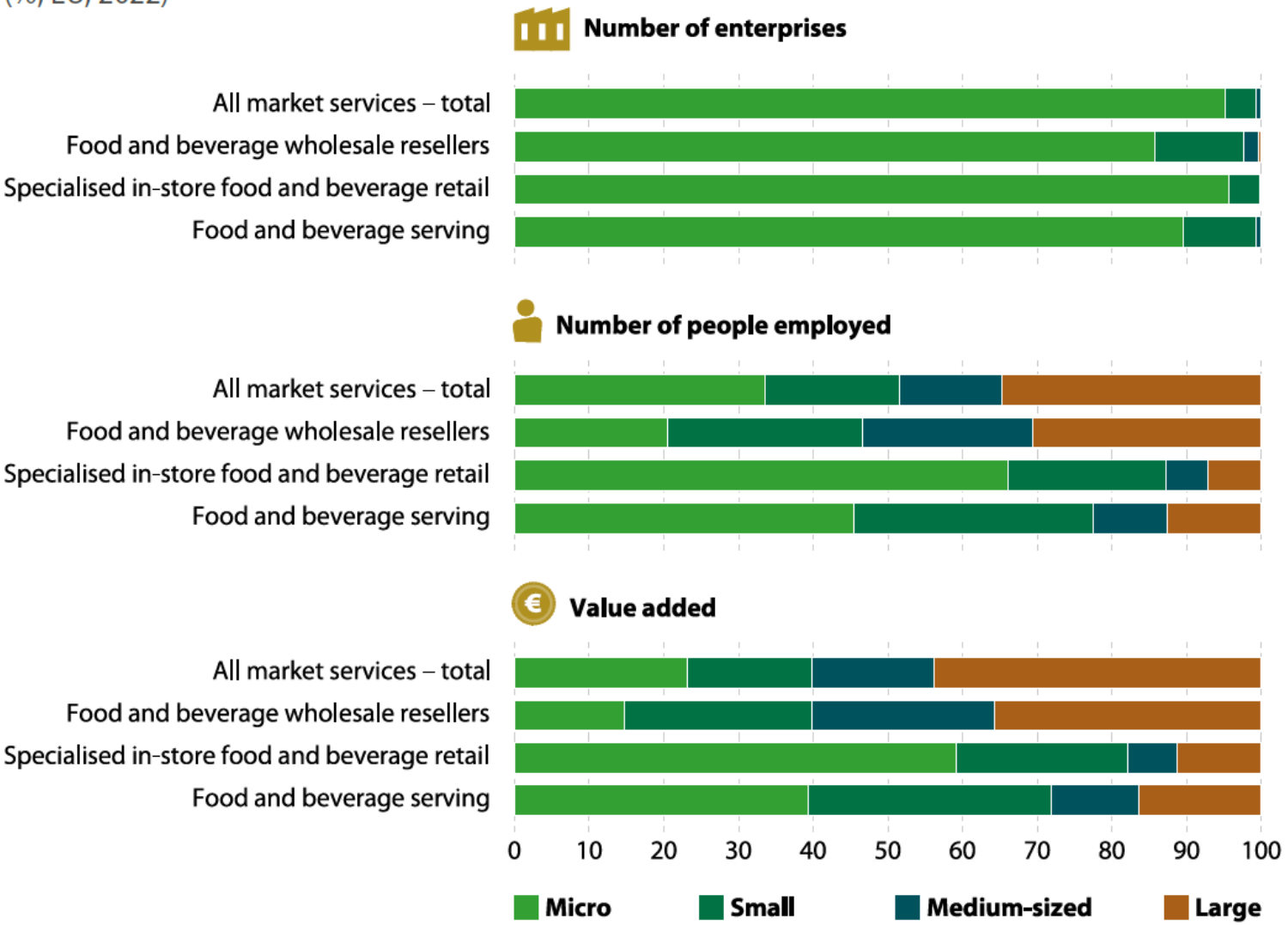


Source: Eurostat (online data code: sbs_ovw_act)

European Commission: Eurostat, Key figures on the European food chain – 2024 edition, Publications Office of the European Union, 2024, https://data.europa.eu/doi/10.2785/5897613

Key size class indicators for wholesaling, specialized retailing and serving of food and beverages

(%, EU, 2022)



Note: includes estimates made for the purpose of this publication. *Source:* Eurostat (online data code: sbs_sc_ovw)

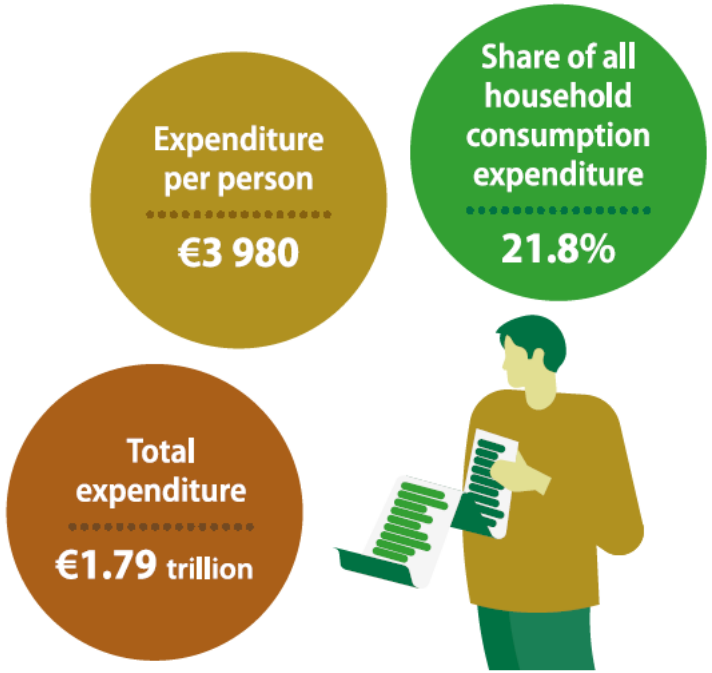
Classifying enterprises according to their size in terms of the number of people employed

- **micro** enterprises have fewer than 10 people employed
- **small** enterprises have 10 to 49 people employed
- **medium-sized** enterprises have 50 to 249 people employed
- **large** enterprises have 250 or more people employed.

European Commission: Eurostat, Key figures on the European food chain – 2024 edition, Publications Office of the European Union, 2024, https://data.europa.eu/doi/10.2785/5897613

Annual household expenditure on food, beverages and catering services

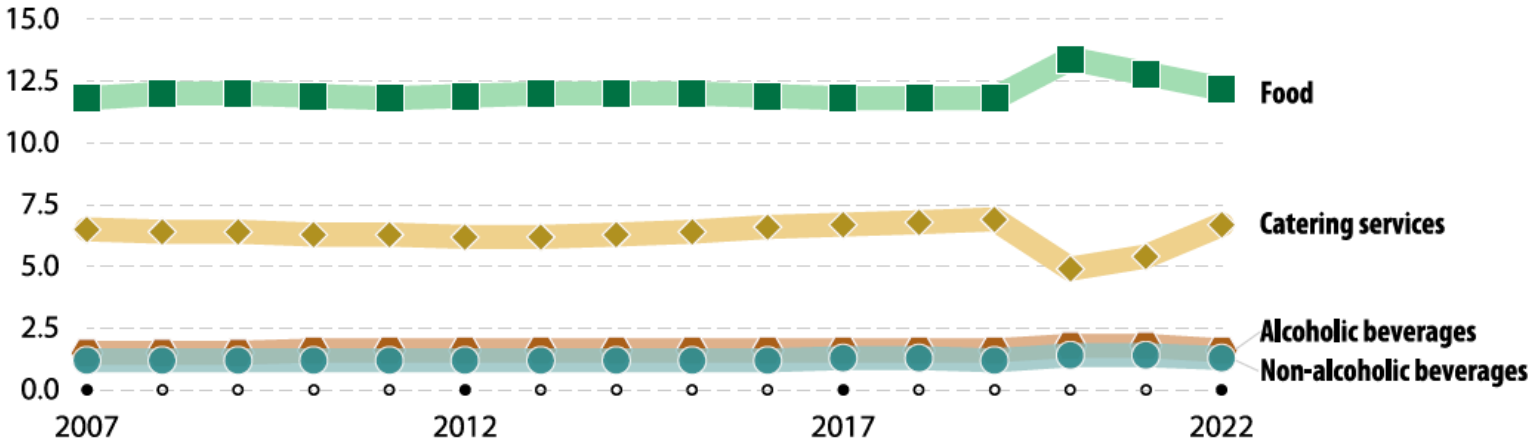
(EU, 2022)



Source: Eurostat (online data code: nama_10_co3)

Share of total household consumption expenditure

(%, EU, 2007–22)

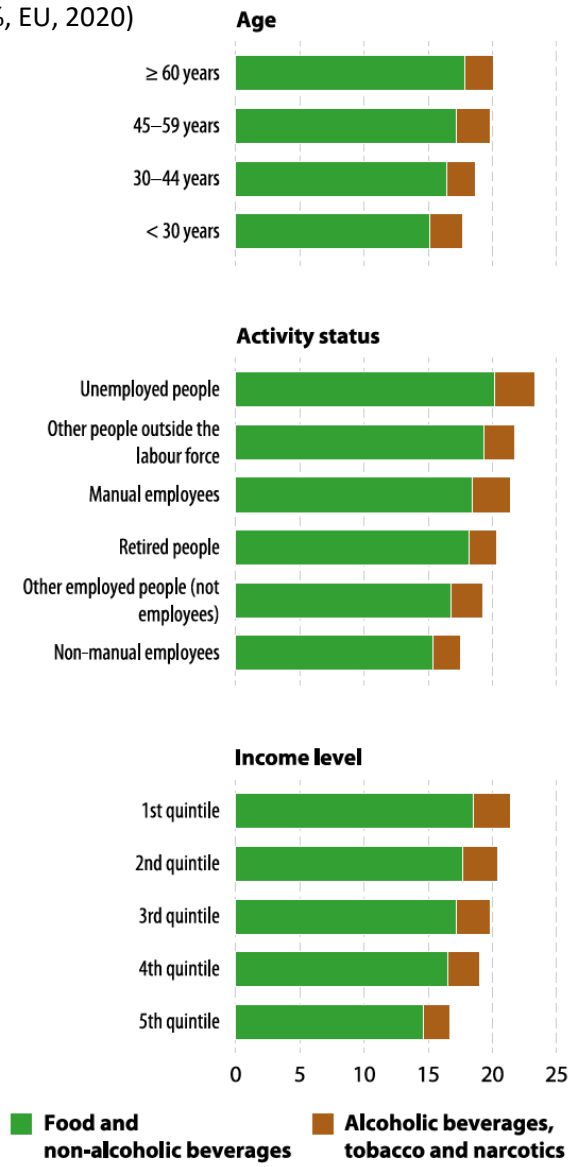


Source: Eurostat (online data code: nama_10_co3)

European Commission: Eurostat, Key figures on the European food chain – 2024 edition, Publications Office of the European Union, 2024, https://data.europa.eu/doi/10.2785/5897613

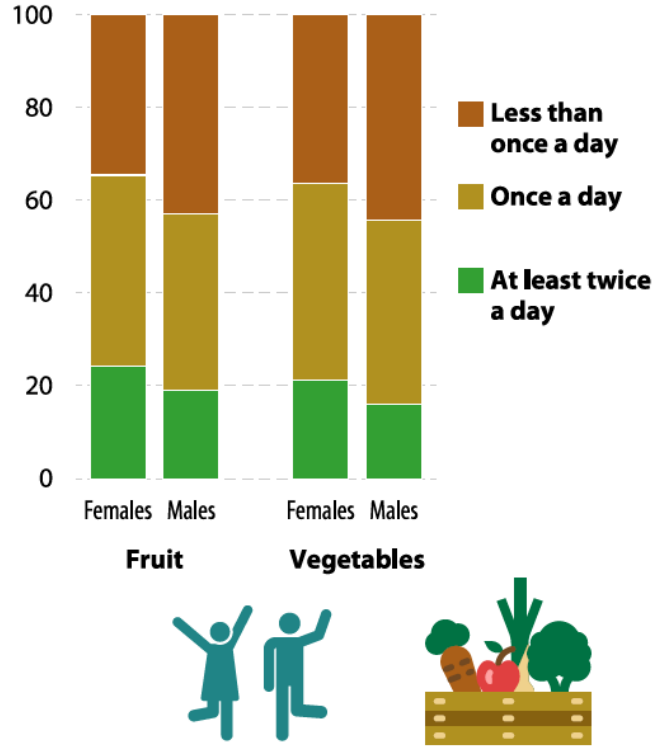
Share of consumption expenditure on food, beverages and tobacco, by socioeconomic characteristics

(%, EU, 2020)



Daily consumption of fruit and vegetables

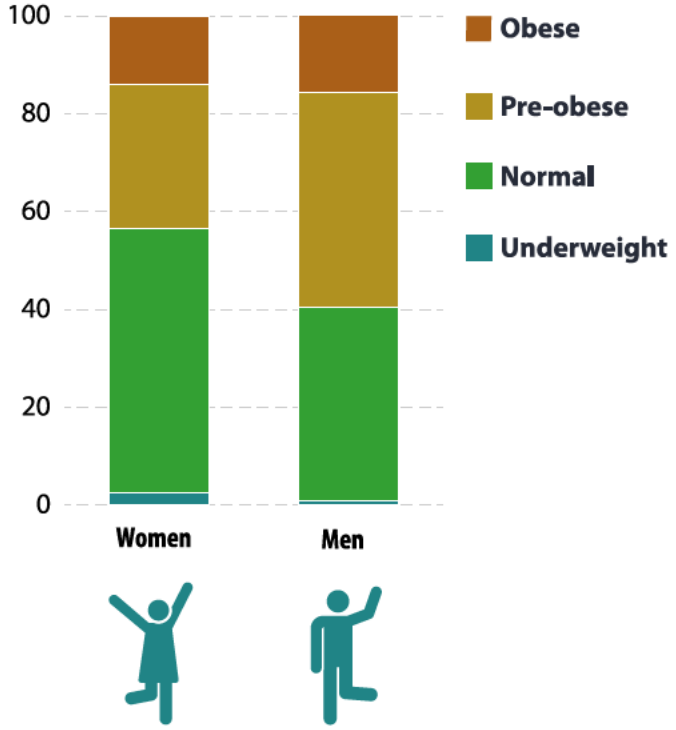
(%, EU, persons aged 16 years and over, 2022)



Source: Eurostat (online data code: ilc_hch11)

Share of the adult population, by body mass index and sex

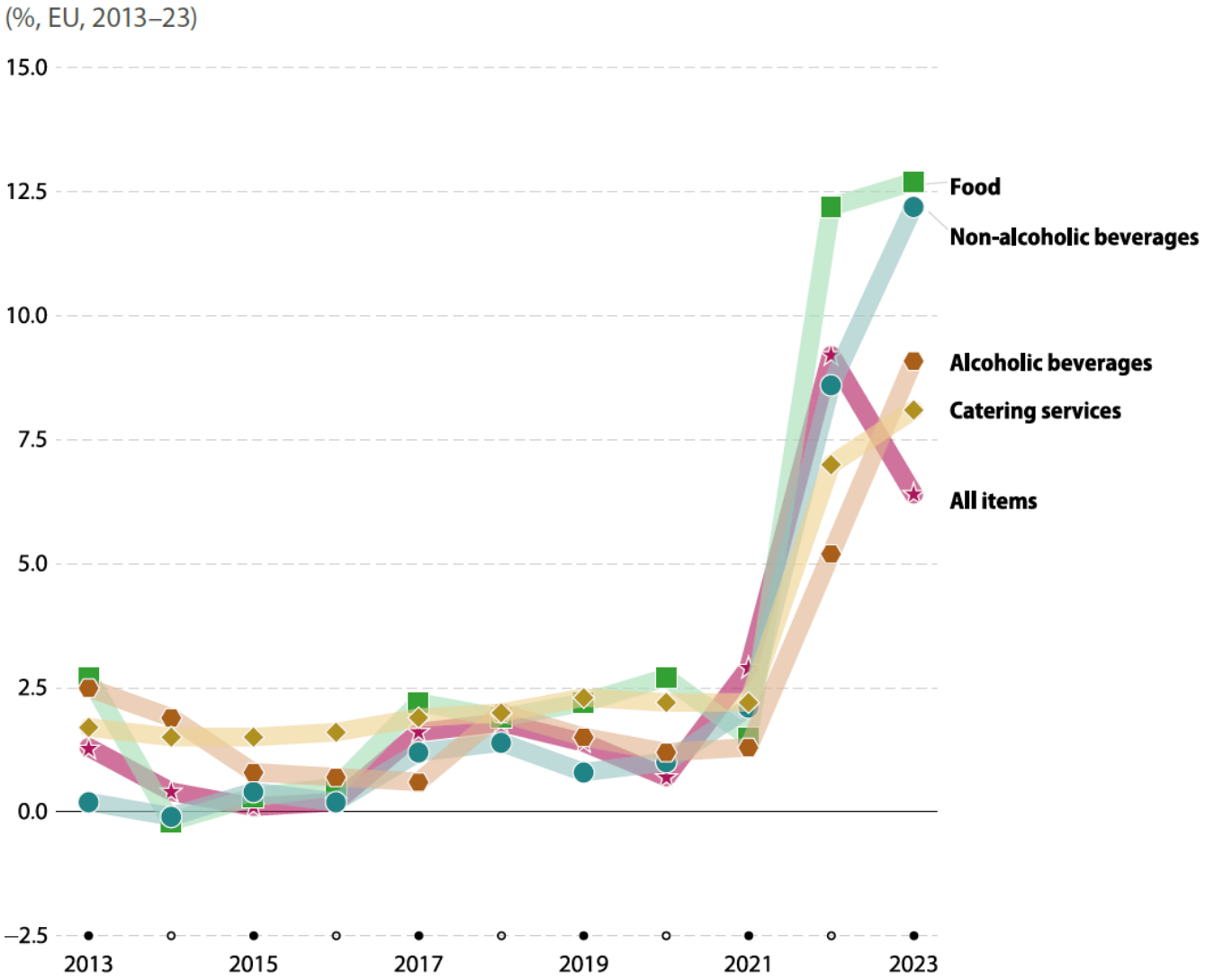
(%, EU, people aged 18 years or over, 2022)



Source: Eurostat (online data code: ilc_hch10)

Note: the fieldwork for the 2020 survey took place between 2018 and 2022 for the majority of EU countries; data for FR, CY and MT were collected between 2015 and 2017. EU estimates excluding IE, PT, FI and SE. Household consumption expenditure data presented by age and activity status concern the status of the reference person (people aged 16 years or over, who are designated as the main income earner).
Source: Eurostat (online data codes: hbs_str_t221, hbs_str_t223 and hbs_str_t225)

Annual rate of change of consumer prices

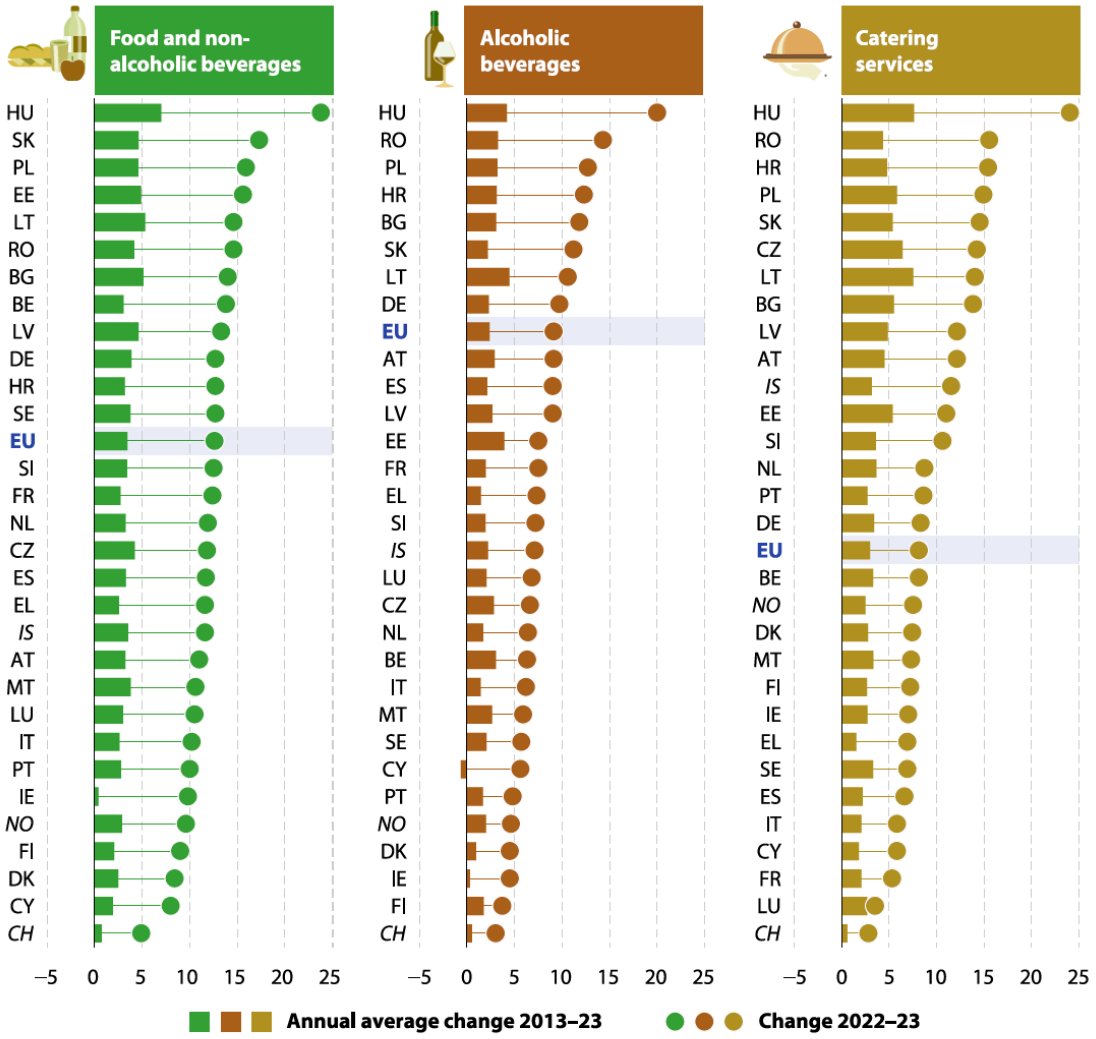


Source: Eurostat (online data code: prc_hicp_aind)

Consumer prices

Long-term and recent changes in consumer prices

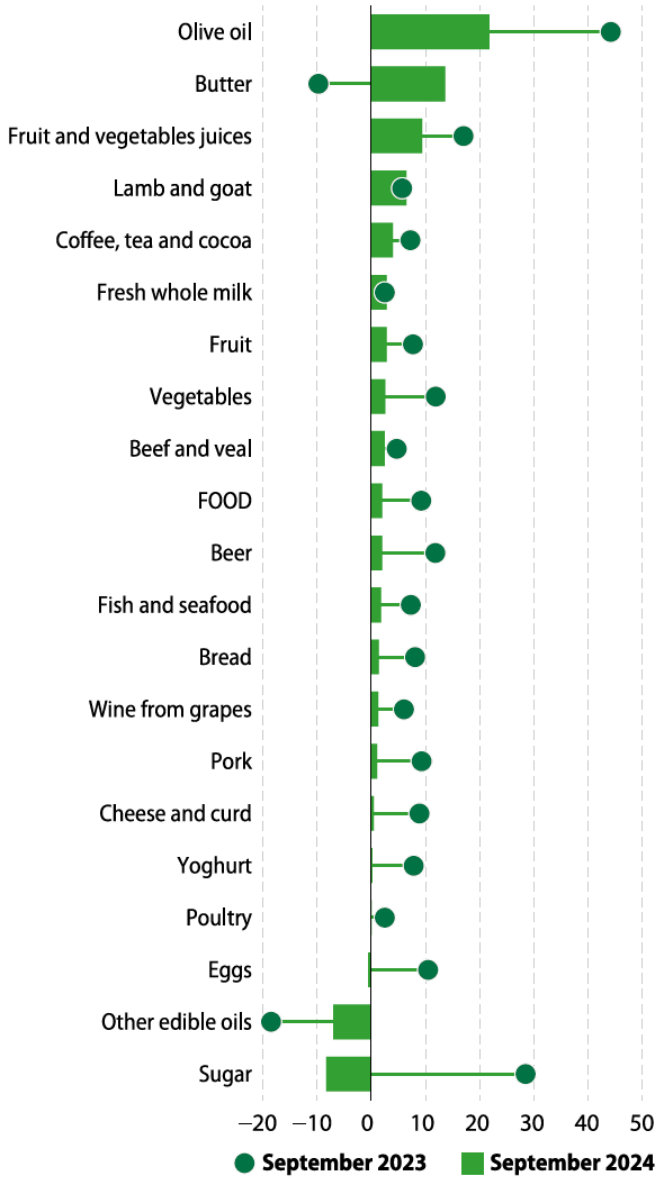
(%, 2013–23 and 2022–23)



Note: ranked on the annual average rate of change for 2013–23.

Source: Eurostat (online data code: prc_hicp_aind)

(%, EU, September 2023 and September 2024)

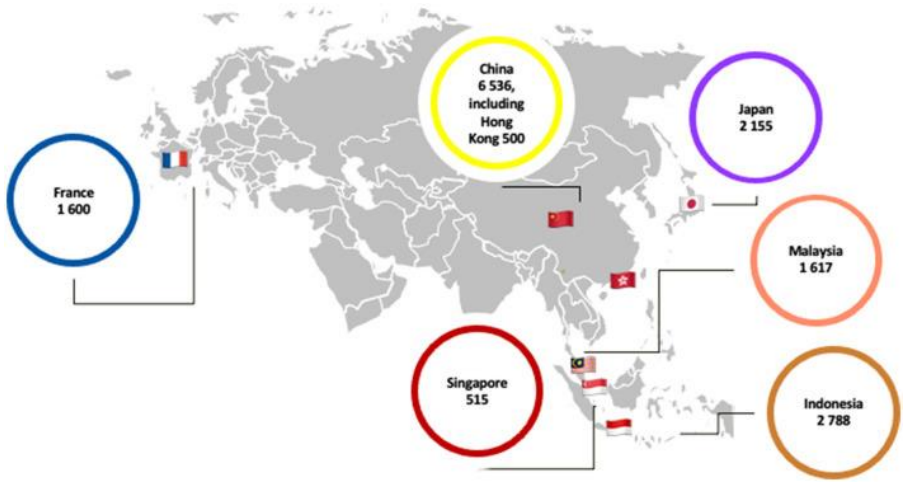


Note: other edible oils includes edible oils other than olive oil.

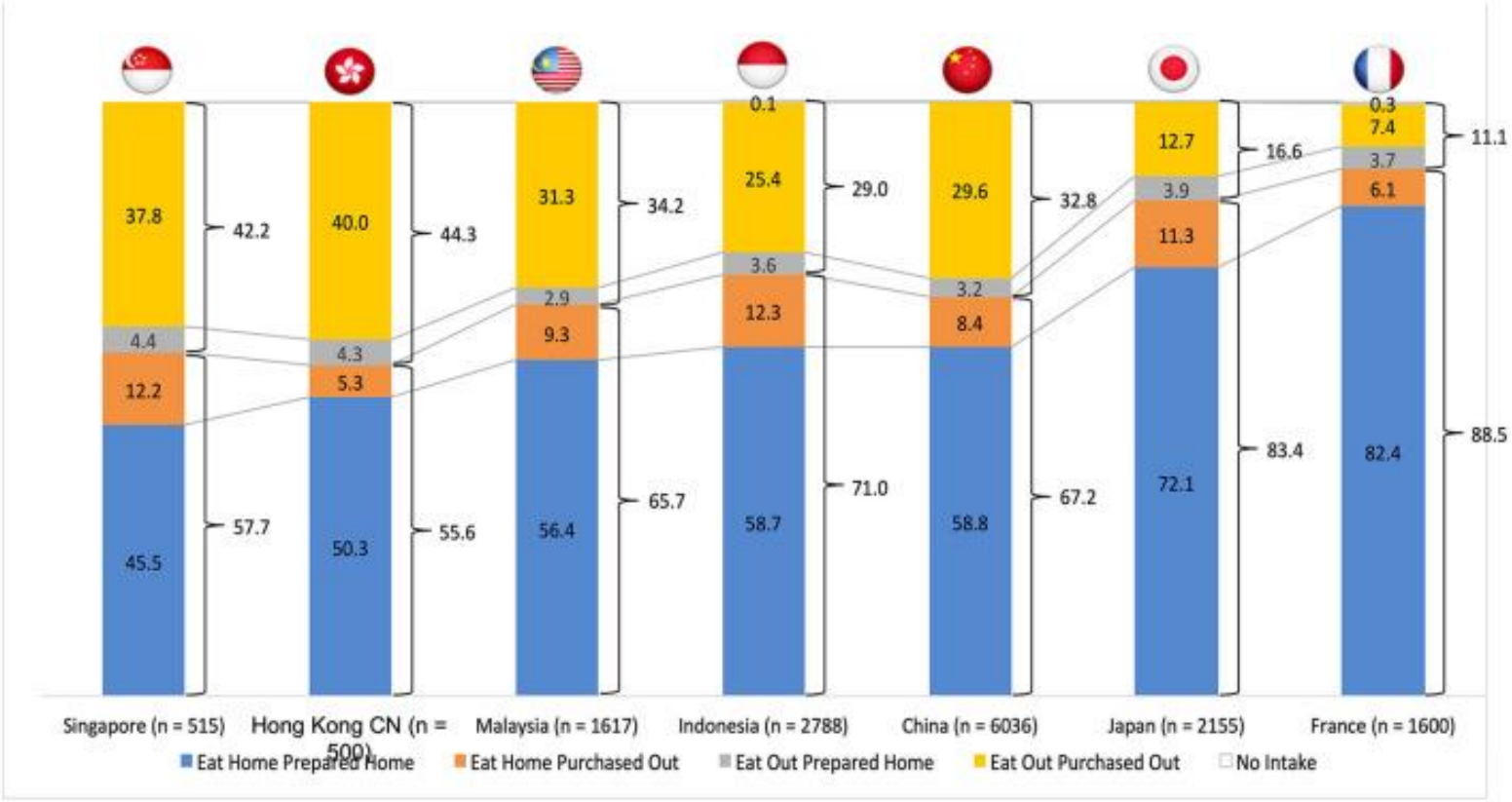
Source: Eurostat (online data code: prc_fsc_idx)

Annual change in consumer prices of selected food and beverage products

Comparison of the percentages of spatiality for preparation and consumption of meals.



Sample of initial “Eating Out” data collection (N = 15,211).



Mognard E, Naidoo K, Laporte C, Tibère L, Alem Y, Khusun H, Februhartanty J, Niiyama Y, Ueda H, Dasgupta A, Dupuy A, Rochedy A, Yuen JL, Ismail MN, Nair PK, Ragavan NA, Poulain JP. "Eating Out", spatiality, temporality and sociality. A database for China, Indonesia, Japan, Malaysia, Singapore and France. Front Nutr. 2023 Feb 2;10:1066737. doi: 10.3389/fnut.2023.1066737. PMID: 36819687; PMCID: PMC9932506.

Popular fast-food items in South Asian and Southeast Asian countries

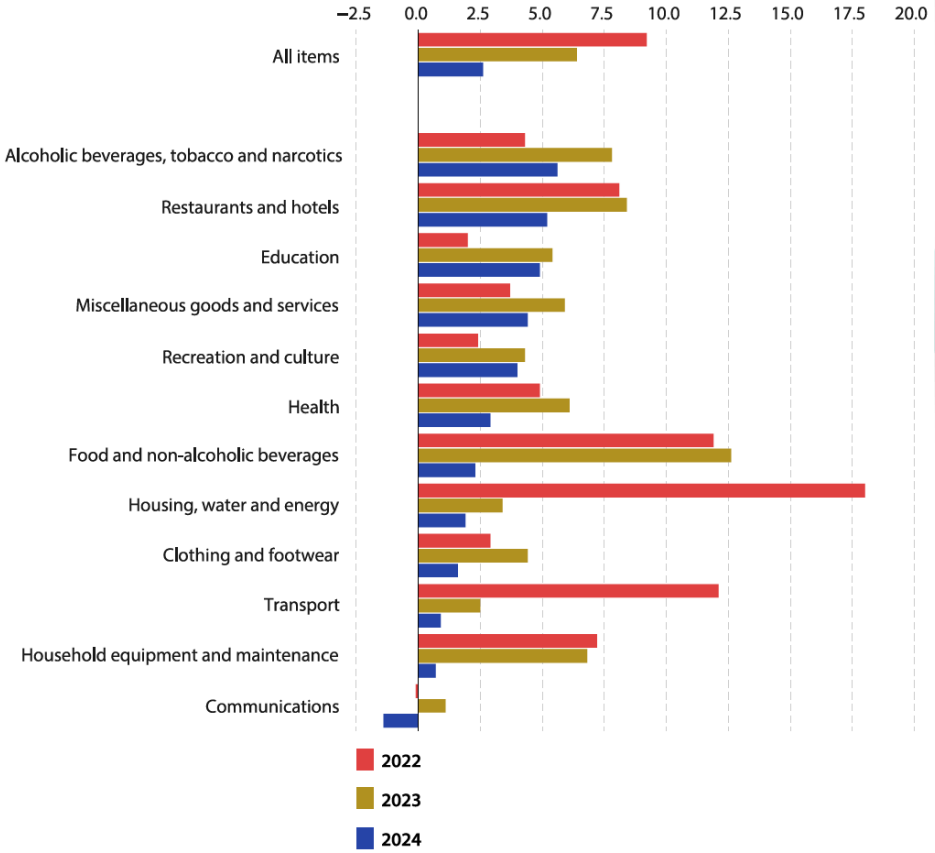
South Asian and Southeast Asian countries	Popular fast-food items (locally available)	Western fast-food items
Bangladesh	Chicken hot, mutton /chop, beef steak, chicken tikka, grill chicken, role, patties, pakora, Tandoor, chaat, fuska[1]	Burger, sandwich, hotdog, pizza, patties, rolls, roasted chicken, French fries[1]
Pakistan	Fried chicken, Shawarma[50]	Fries, burgers, rolls, Pizza[30]
India	Samosa, medu vada, chaat pakora, vadapav, bhelpuri, golgappa[17]	Pizza, burger, sandwich, French fries, rolls, roasted chicken, fried chicken, soft drinks[51]
Nepal	Instants noodles, biscuits, cookies, Chowmein, MoMo, Samosa, fried potatos[10]	Pizza, Burger, Canned food[10]
Bhutan	Fried rice[33]	
Sri Lanka	Rolls, cutlets, wade, buns[32]	Burger, fried chicken, pizza, sandwich[52]
Maldives	Mamee Express cup, Berruto Pasta cup (fusilli), Kawan plain Parata, Amexicana flour tortillas, Mamee instant noodles (curry avor)[53]	Hamburger, cheese balls, burgers, French fries, Pizza, biscuits[53]
Cambodia	Soft drinks, meat, meat with bread[41]	Pizza, pasta, spaghetti, bakery[41]
Myanmar	Instant mixes, non-alcoholic bever[43]	Instant noodles[43]
Indonesia	Fried chicken, fritter, chips and ice cream[54]	Chicken noodles and meat balls[54]
Brunei	Nasi Katok, Honey Garlic Chicken and Tuna Delight, Chicken and Beef, Rendang Pizza[55]	Fried food56
Philippines	Chowking, Mang Inasal, Greenwich (local pizza chain), meat-sweet diet[57]	Julibee and Mc Donald's[49]
Singapore	mixed rice dishes such as fried rice, coconut-rice ("nasi lemak") and biryani, noodle dishes, stir-fried vegetables, legumes, soy, poultry, meat and fish dishes[40]	McDonalds and Kentucky Fried Chicken[40]
Thailand	Kuai-Tiew (rice noodles) and Ba-Mee (wheat noodles), chilled food and frozen foods[58]	Mc Donald, KFC, Mister donuts and Chester's grill[58]

Arya, C., & Dubey, N. (2023). A critical review on fast-food consumption pattern among South Asian and Southeast Asian young adults. International Journal Of Community Medicine And Public Health, 10(6), 2282–2290. https://doi.org/10.18203/2394-6040.ijcmph20231717

Food Away From Home Market Research, 2031

Consumer prices

(%, annual rate of change, EU, 2022–24)



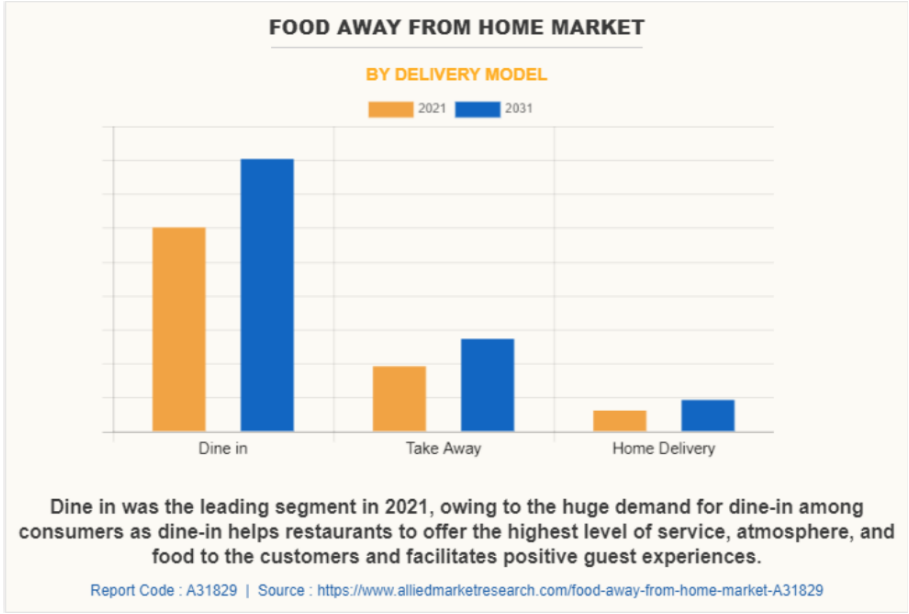
Source: Eurostat (online data code: prc_hicp_aind)

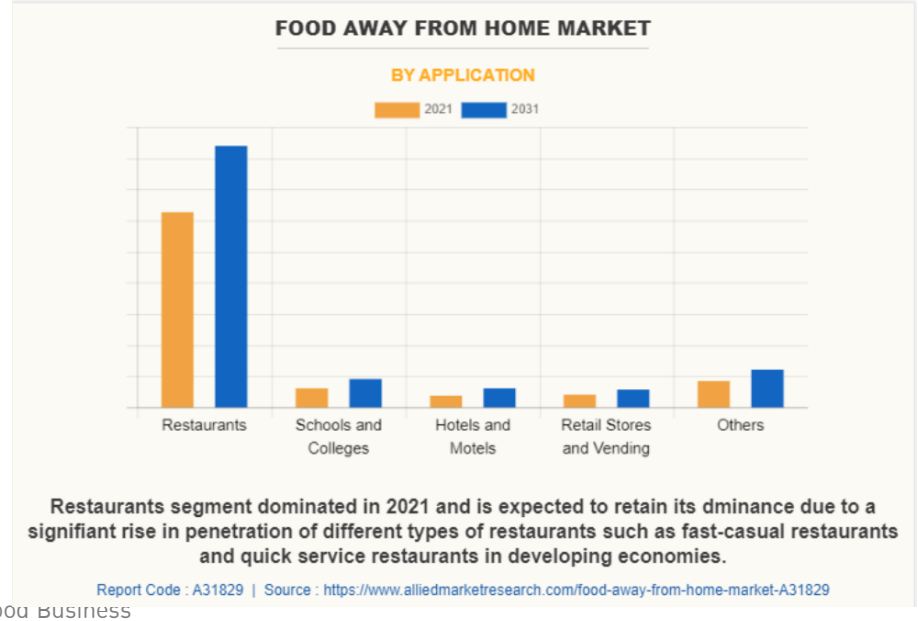
https://www.alliedmarketresearch.com/food-away-from-home-market-A31829

European Union Consumer Price Index (cpi)

In the European Union, the main components of the HICP are:

- Food and non-alcoholic beverages (17% of the total weight)
- Housing, water, electricity, gas and other fuels (15%)
- Transport (15%); Miscellaneous goods and services (10%)
- Restaurants and hotels (10%)
- Recreation and culture (9%).
- Other categories include;
  - Furnishings, household equipment and routine household maintenance (7%)
  - Health (5%)
  - Clothing and footwear (5%)
  - Alcoholic beverages, tobacco and narcotics, Communications and Education account for the remaining 8%.





FOOD AWAY FROM HOME MARKET

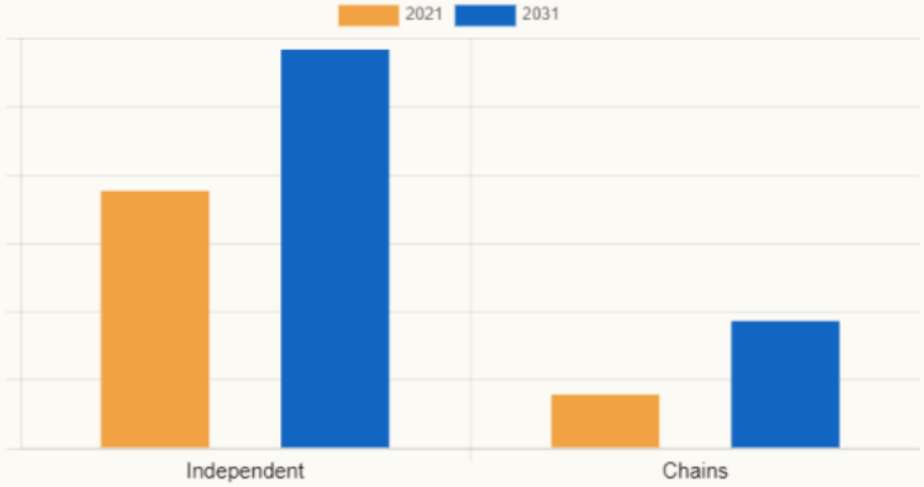
BY TYPE OF OCCASION

Travel is anticipated to be the fastest-growing segment during the forecast period. The rapidly growing travel and tourism industry across developed and developing economies are expected to drive the growth of the travel segment in the global FAFH market.

Report Code : A31829 | Source : https://www.alliedmarketresearch.com/food-away-from-home-market-A31829

FOOD AWAY FROM HOME MARKET

BY OWNERSHIP TYPE

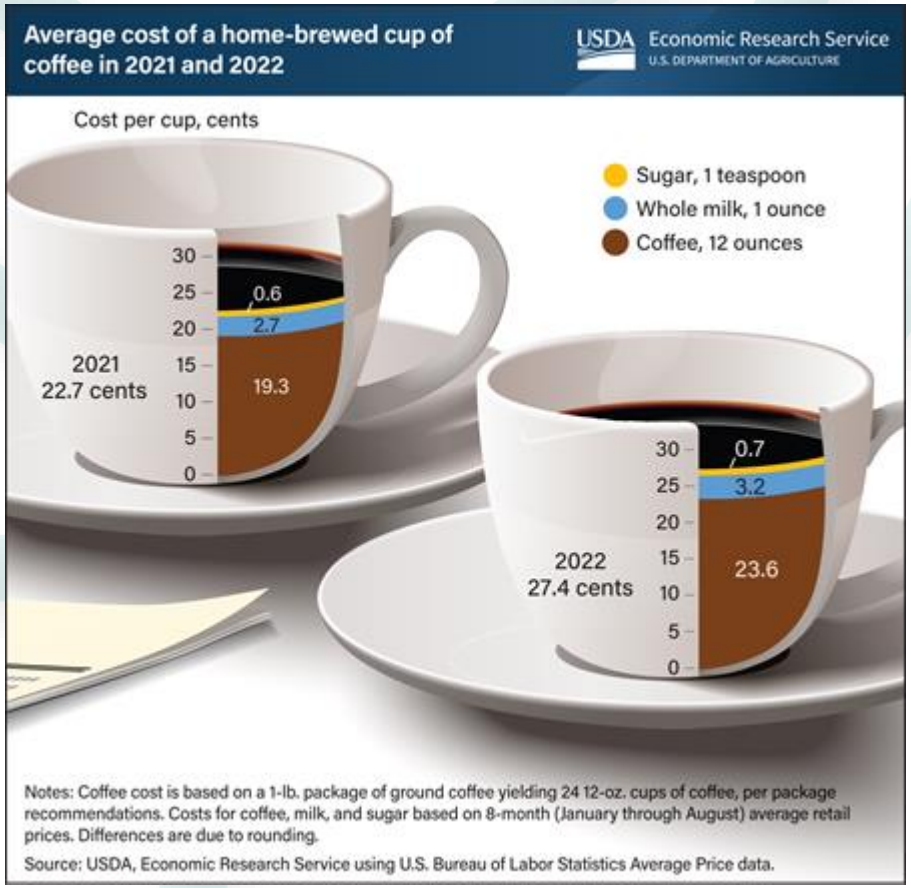


Independent segment dominated the market in 2021 and is expected to remain dominant at the end of the forecast period owing to the increasing popularity of dining out culture.

Report Code : A31829 | Source : https://www.alliedmarketresearch.com/food-away-from-home-market-A31829

The FAFH market in Asia-Pacific is the rising demand for fast food items like burgers, sandwiches, and pizza

Average cost of a home-brewed cup of coffee in 2021 and 2022



According to a National Coffee Association survey, 66 percent of U.S. adults are coffee drinkers. Consumers who get through the daily grind with a 12-ounce cup of black coffee they brewed at home paid, on average, 23.6 cents in the first 8 months of 2022, compared to 19.3 cents in 2021. For those who prefer their daily joe with milk or sugar, adding an ounce of whole milk costs 3.2 cents in 2022, up from 2.7 cents in 2021. Each teaspoon of sugar added 0.7 cents to the cost of a cup of coffee in 2022, compared to 0.6 cents in 2021. Average ground coffee prices through the first 8 months of 2022 were 21.9 percent higher compared to the same period in 2021. Prices rose more slowly for milk (15.9 percent) and sugar (11.0 percent) compared to coffee during those same months.

More information on USDA, Economic Research Service's food price data can be found in the Food Price Outlook data product, updated September 23, 2022.

https://www.ers.usda.gov/data-products/charts-of-note/

Do we need to worry about FAFH?

For the first time in history, Americans are spending more money dining out than in grocery stores (Elitzak and Okrent, 2018). Fast-food constitutes a large and growing market (Thompson, 2017), including limited-service restaurants where food can be eaten on-site, taken away, or delivered, and establishments with on-premise brewing and baking (e.g., coffee, donuts, ice cream, and bagels). On any given day in the United States (US), an estimated 36.6% or approximately 84.8 million adults consume fast-food (Fryar et al., 2018). While fast-food consumption tends to decline with age (Fryar et al., 2018), coffee drinkers tend to be older: 74% of adults aged 55 and older reported consuming coffee daily (Gallup, 2016). Coffee is consumed both in-home and in retail food establishments such as cafés, restaurants, and coffee bars (Statista, 2019). Fast-food represents a staple in many people's lives.

Finlay, J., Esposito, M., Tang, S., Gomez-Lopez, I., Sylvers, D., Judd, S. and Clarke, P., 2020. Fast-food for thought: Retail food environments as resources for cognitive health and wellbeing among aging Americans?. *Health & place*, *64*, p.102379.

Elitzak, H. and Okrent, A., 2018. New US food expenditure estimates find food-away-from-home spending Is higher than previous estimates. *Amber Waves: The Economics of Food, Farming, Natural Resources, and Rural America*, *2018*(1490-2020-683).

The school food environment

- After controlling for individual-level socio-demographics, adolescent males living near high numbers fast food restaurants ate more frequently from these venues compared to their peers (Forsyth et al, 2012)

- Despite that, insignificant results were observed for all meta-analyses conducted by different measures of FFR access in the neighbourhood and weight-related outcomes, although 17 of 39 studies reported positive associations when using overweight/obesity as the outcome (Jia et al, 2019)

GETTY IMAGES

Children need help to make better choices, says report

https://www.bbc.com/news/uk-44860658

- Asirvatham, J., Thomsen, M.R., Nayga Jr, R.M. and Goudie, A., 2019. Do fast food restaurants surrounding schools affect childhood obesity?. *Economics & Human Biology*, *33*, pp.124-133.
- Jia, P., Luo, M., Li, Y., Zheng, J.S., Xiao, Q. and Luo, J., 2019. Fast-food restaurant, unhealthy eating, and childhood obesity: a systematic review and meta-analysis. *Obesity reviews*, *22*, p.e12944.

Anti-obesity programmes in primary schools 'don't work'

By Philippa Roxby
Health reporter, BBC News

8 February 2018 · Comments

Children were encouraged to do an extra 30 minutes of exercise every day

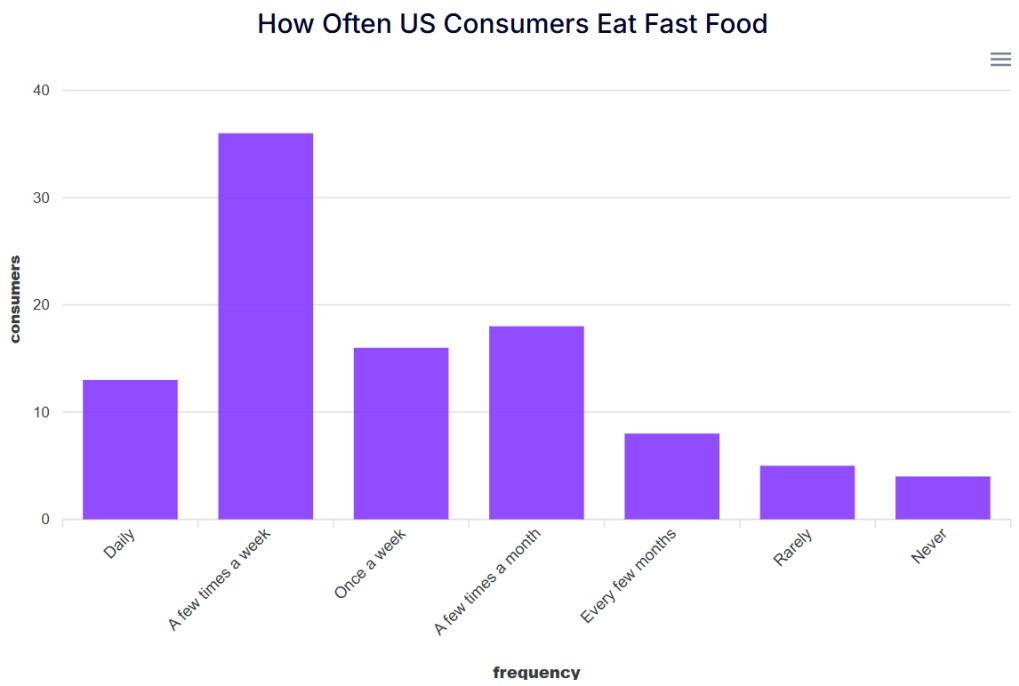
https://www.bbc.com/news/health-42976971

Why?

The U.S. fast food and quick-service restaurant (QSR) market

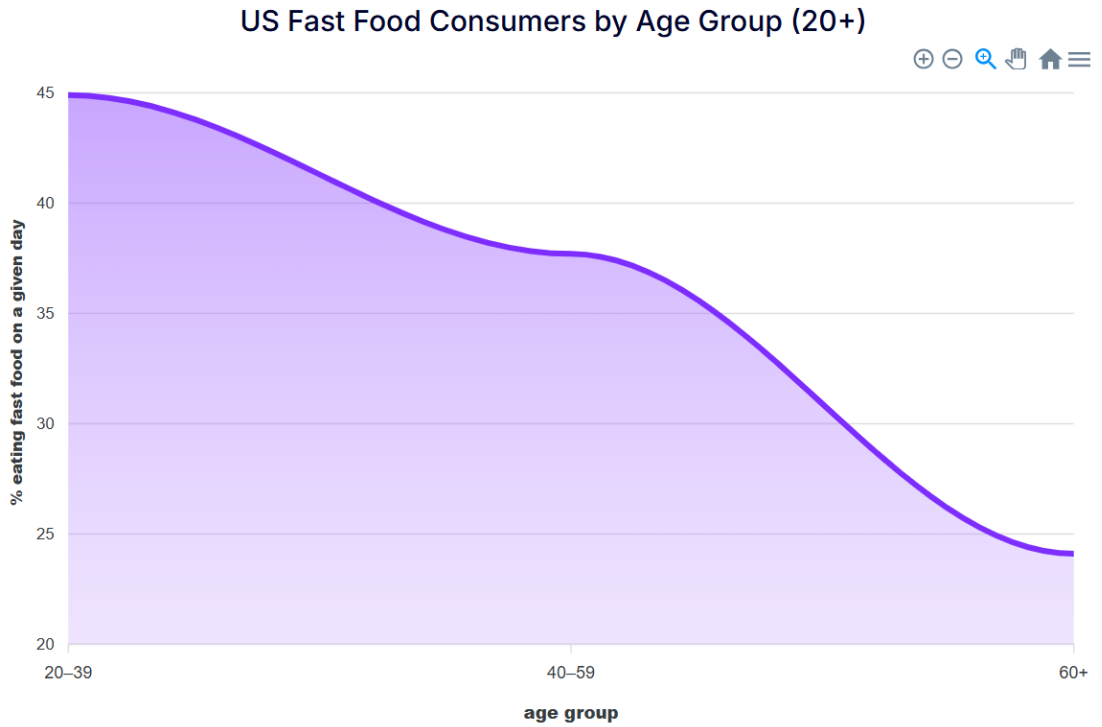
Monthly spending: On average, Americans spend around $148 on fast food each month.

Fast food consumption frequency: Roughly **2 out of 3** people in the U.S. eat fast food **at least once a week** (65%).



Sales at limited-service restaurants in the U.S. often peak in the summer. In 2024, average daily sales peaked in June (**$1.58 billion**) and were lowest in January (**$1.33 billion**).

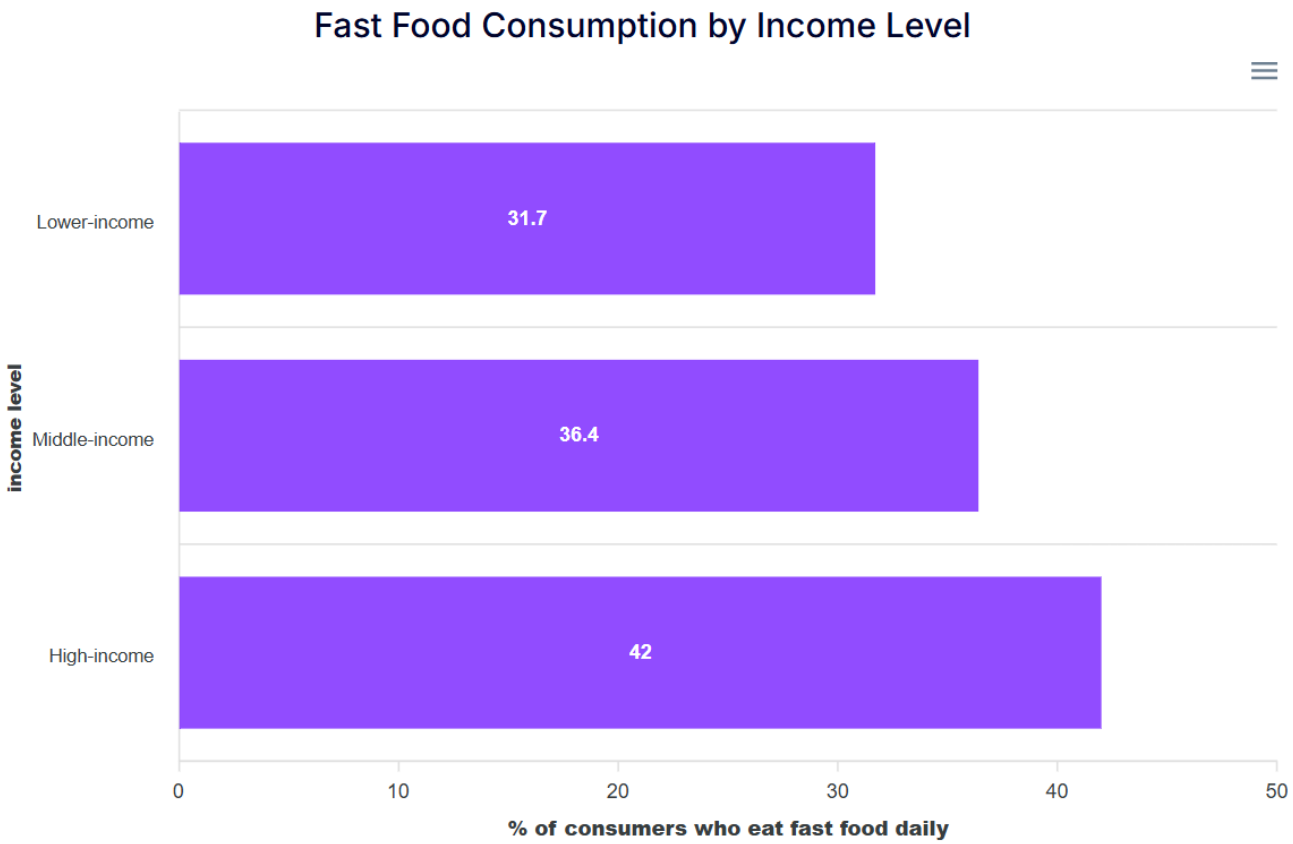
Adults aged **20 to 39 years old** are the most frequent consumers of fast food in the U.S. About **44.9%** of individuals in this age group consumed fast food on any given day in 2024.



https://oysterlink.com/spotlight/fast-food-statistics-us/

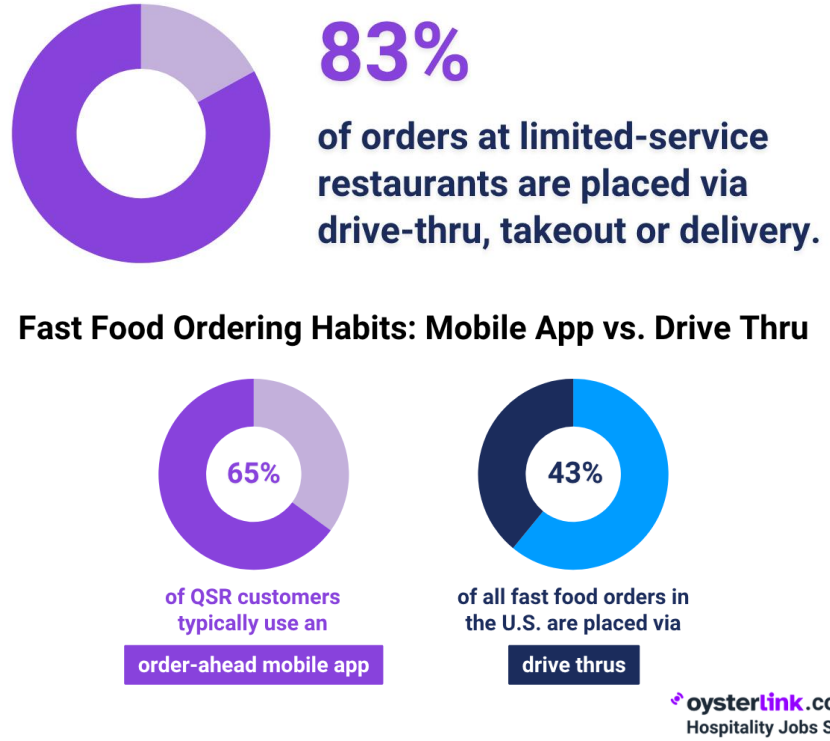
Fast food consumption rises with income, according to federal data.

About **31.7%** of **lower-income** adults eat fast food daily, compared to **36.4%** of **middle-income** and **42%** of **higher-income adults**.



https://oysterlink.com/spotlight/fast-food-statistics-us/

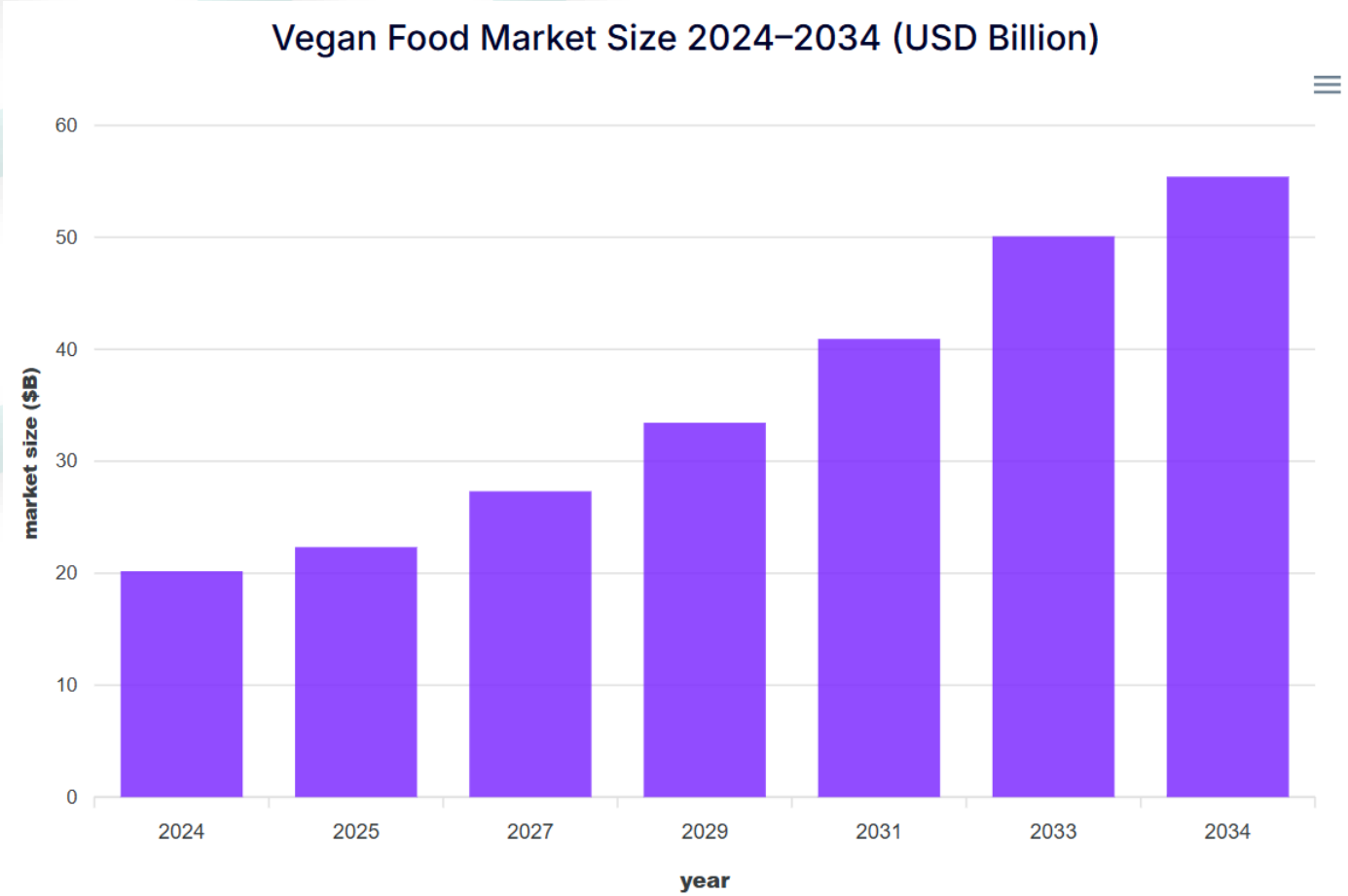
- Around 65% of QSR visitors have used an order-ahead app, including nearly 90% of those aged 18 to 24.
- Approximately 43% of U.S. fast-food orders are placed at drive-thrus, totaling around $140 billion annually.



- Digital orders boost spending - customers spend 26% more per transaction at QSRs when ordering through websites or apps.
- Customers in the U.S. tend to spend around 20% more when ordering delivery than on takeout or pickup.

The global vegan fast food market projection

The global vegan fast food market is projected to grow from $24.11 billion in 2023 to $70.42 billion by 2033, at a CAGR of 11.31% during the projected period.



80%

of consumers use deals like "Buy One, Get One Free" to get more for their money.

- Most popular menu category: Burgers made up 42% of all revenue in the U.S. fast food industry in 2024 — making these the top-selling food item.
- Burger consumption stats: Each year, U.S. consumers eat around 20 billion burgers, which breaks down to about 60 burgers per person.
- Nearly 40% of people say they'd visit fast food and QSRs more often if those places used more sustainable packaging.
- Industry response to eco demand: About 65% of fast food and QSRs have already started using some form of eco-friendly packaging.
- Pizza Hut became the first U.S. restaurant brand to successfully launch and maintain a mobile app, which hit 100,000 downloads in two weeks.
- Self-order kiosks: These have been adopted in over 30% of U.S. fast food locations and are expected to increase to 50% by 2026.
- AI voice ordering systems are cutting service times by 11.5 seconds on average, thanks to fewer order errors.

Digital Loyalty Program Journey in Fast Food

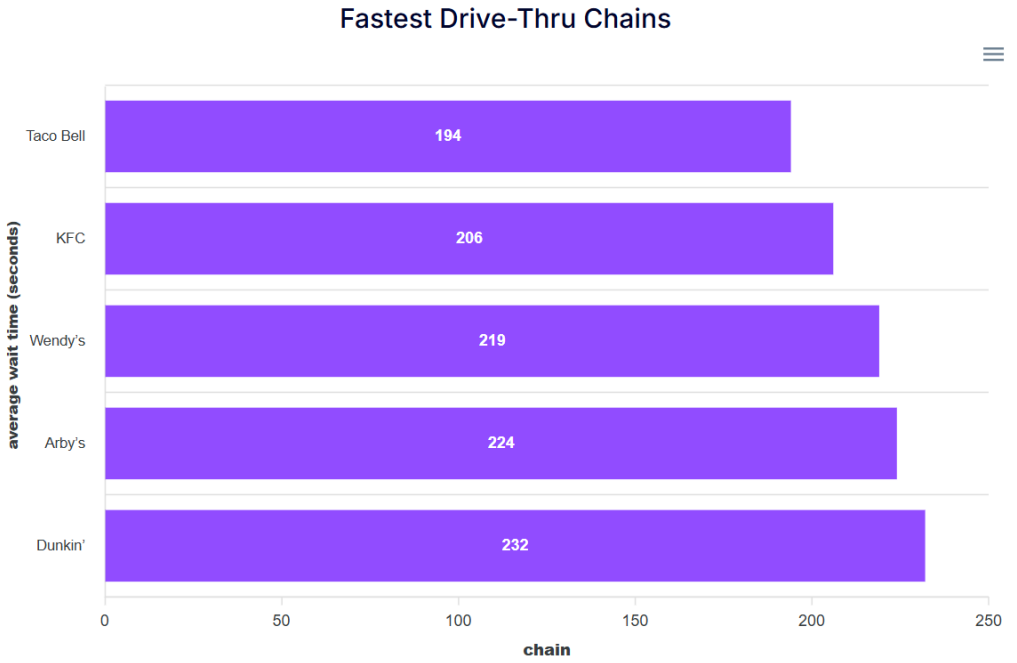
70% of customers
sign up for loyalty programs of restaurants they frequent

60% of these customers
engage with restaurant loyalty programs via mobile apps

1 person = ~60 burgers consumed each year

20%–30% menu reduction

as fast food and QSR chains streamline offerings to improve service speed and enhance food quality.

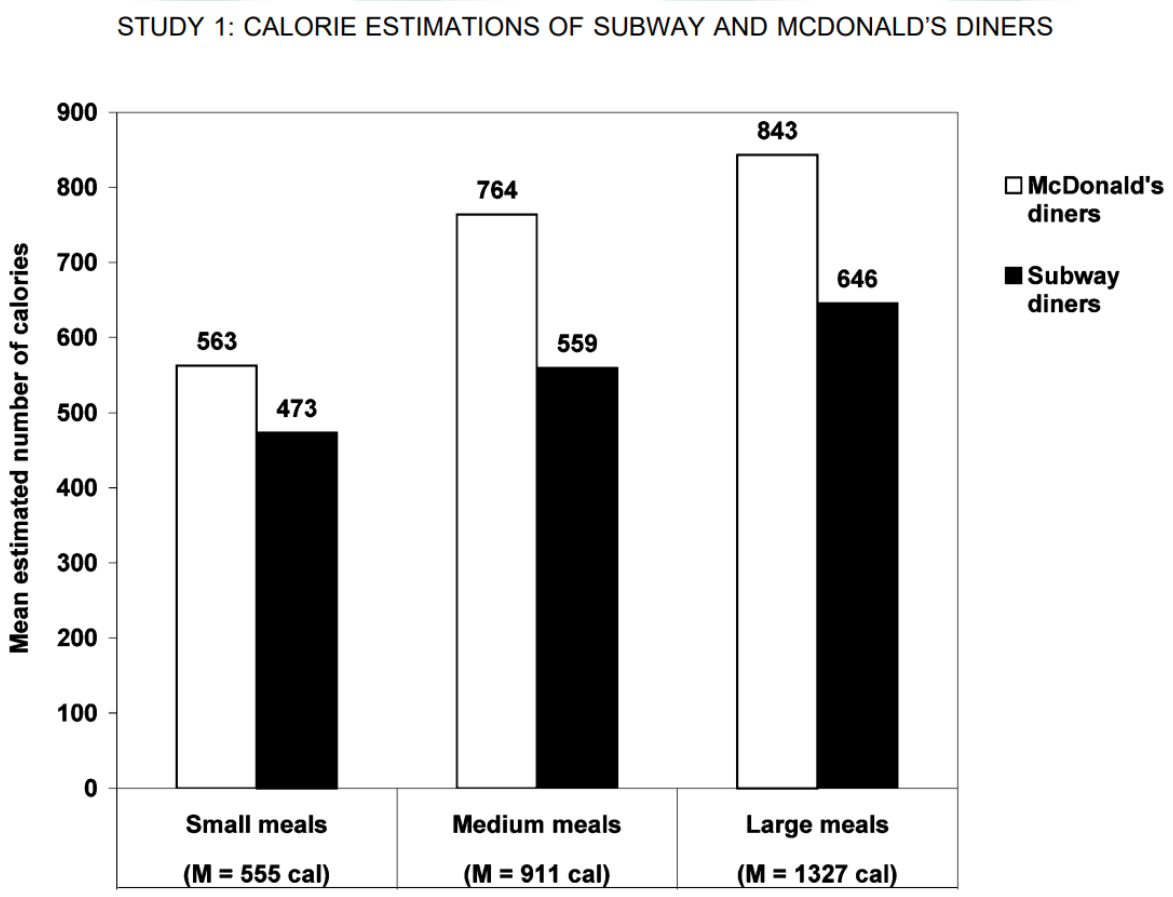


https://oysterlink.com/spotlight/fast-food-statistics-us/

McDonald’s VS Subway

McDonald's VS Subway

Chandon, P. and Wansink, B., 2007. The biasing health halos of fast-food restaurant health claims: lower calorie estimates and higher side-dish consumption intentions. *Journal of Consumer Research*, *34*(3), pp.301-314.

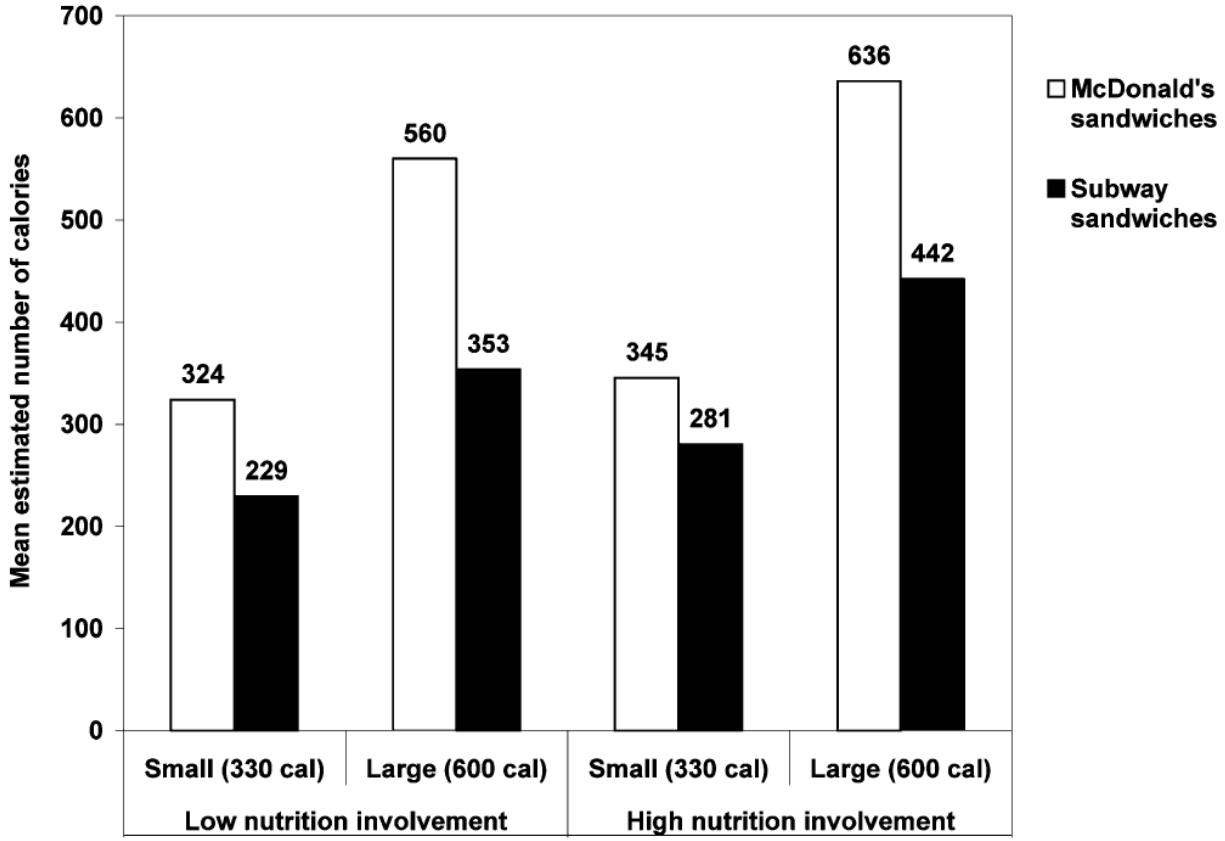


- They asked consumers who had just finished eating at McDonald's or Subway to estimate the number of calories.
  - They found that mean calorie estimates were lower for Subway meals than for comparable McDonald's meals in each size tier.

McDonald's VS Subway

Chandon, P. and Wansink, B., 2007. The biasing health halos of fast-food restaurant health claims: lower calorie estimates and higher side-dish consumption intentions. *Journal of Consumer Research*, *34*(3), pp.301-314.

STUDY 2: HOW NUTRITION INVOLVEMENT INFLUENCES CALORIE ESTIMATIONS FOR SUBWAY AND MCDONALD'S SANDWICHES

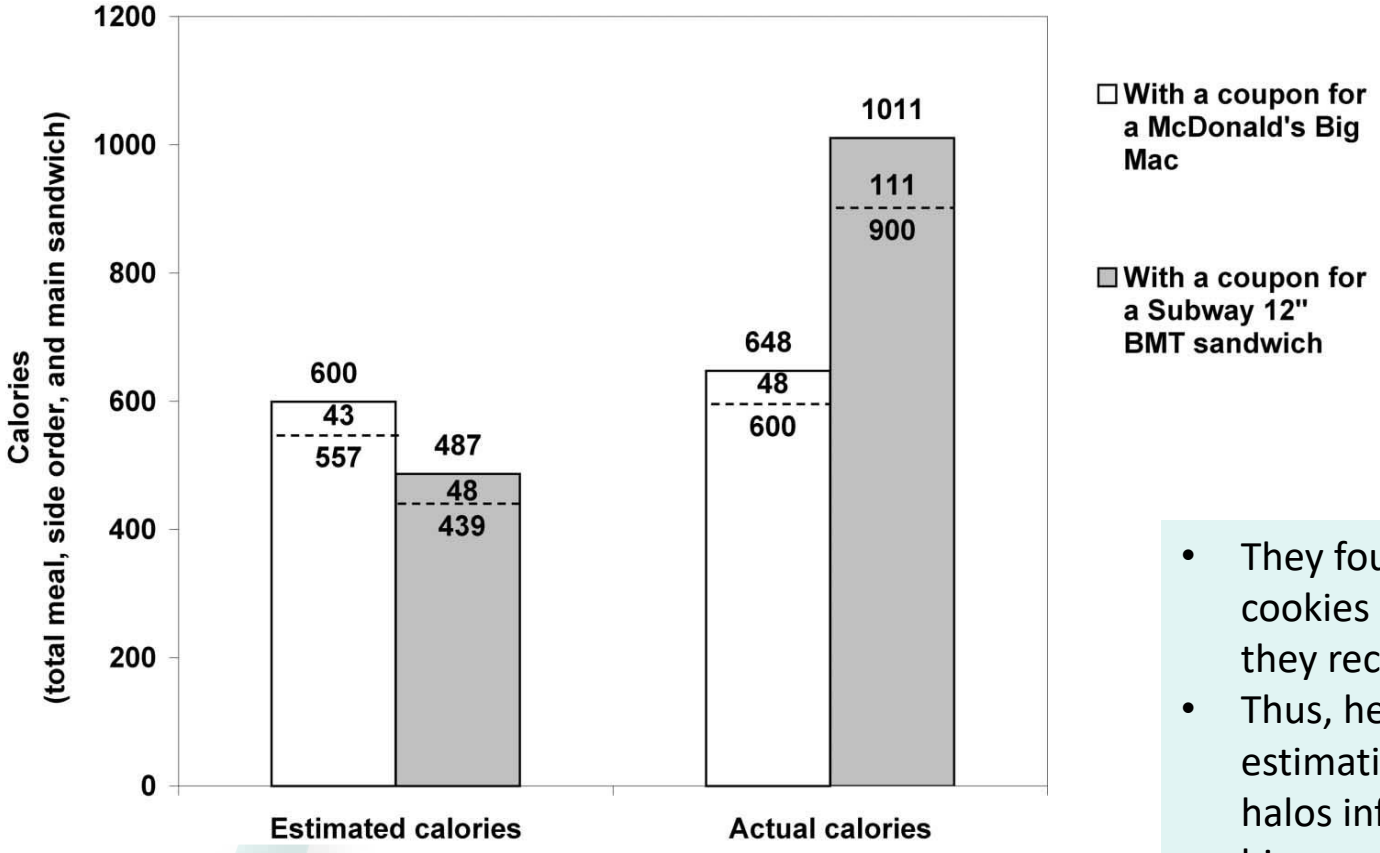


- They asked consumers who had eaten at least three times at Subway and McDonald's in the previous year to estimate the number of calories contained in two Subway sandwiches and in two McDonald's burgers.
  - Subway sandwich
    - a 6-inch ham and cheese sandwich containing 330 calories
    - a 12-inch turkey sandwich containing 600 calories
  - McDonald's burgers
    - a cheeseburger containing 330 calories
    - a Big Mac containing 600 calories
- The results showed that calorie estimations were lower for Subway sandwiches than for McDonald's sandwiches that contained the same number of calories.

McDonald's VS Subway

Chandon, P. and Wansink, B., 2007. The biasing health halos of fast-food restaurant health claims: lower calorie estimates and higher side-dish consumption intentions. *Journal of Consumer Research*, *34*(3), pp.301-314.

STUDY 3: HOW SUBWAY AND MCDONALD'S COUPONS INFLUENCE THE ESTIMATED AND ACTUAL NUMBER OF CALORIES (FOR THE MAIN SANDWICH, SIDE ORDERS, AND THE WHOLE MEAL)



Undergraduate students
(46)

Big Mac Coupon
(Unhealthy)
(23)

Subway's Italian BMT Coupon
(Healthy)
(23)

- Then they asked them what else they would buy to go with their sandwich.

- They found that participants ordered higher-calorie drinks and cookies when they received a Subway sandwich coupon than when they received Big Mac coupon.
- Thus, health claims influence side-dish decisions and not just calorie estimations. This rules out the competing explanation that health halos influence calorie estimations only because of simple response biases.

McDonald's VS Subway

Lesser, L.I., Kayekjian, K.C., Velasquez, P., Tseng, C.H., Brook, R.H. and Cohen, D.A., 2013. Adolescent purchasing behavior at McDonald's and Subway. *Journal of adolescent health*, *53*(4), pp.441-445.

IMPLICATIONS AND CONTRIBUTION

Despite being considered "healthy," adolescents are likely to purchase just as many calories at Subway as at McDonald's. Although adolescents purchase more vegetables when dining at Subway, it is unclear whether this will reduce their risk for weight gain.

Purchases by adolescents at Subway and McDonald's

Variable	McDonald's, mean (SEM)	Subway, mean (SEM)	Difference of McDonald's - Subway, mean (SEM)	*p* Value
Calories (kcal) (primary outcome)	1,038 (41)	955 (39)	83 (53)	.11
Cost of meal ($)	4.46 (.20)	6.14 (.17)	−1.67 (.24)	<.01
Origin of calories				
Main dishes	572 (28)	784 (31)	−212 (39)	<.01
Drinks	151 (16)	61 (11)	90 (18)	<.01
Sides	201 (20)	35 (8.2)	166 (19)	<.01
Condiments	63 (9.5)	46 (12)	17 (13)	.19
Desserts	51 (16)	28 (13)	23 (21)	.28
Nutrients				
Carbohydrates (g)	128 (5.7)	102 (4.6)	26 (6.9)	<.01
Fiber (g)	5.9 (.32)	6.7 (.35)	−.84 (.44)	.06
Sugar (g)	54 (3.9)	36 (3.3)	18 (4.6)	<.01
Fat (g)	45 (2.1)	42 (2.5)	3.9 (2.9)	.18
Saturated Fat (g)	12.6 (.65)	13.5 (.80)	−.87 (.95)	.36
Protein (g)	32 (1.4)	41 (1.8)	−9.8 (2.1)	<.01
Sodium (mg)	1,829 (99)	2,149 (93)	−320 (120)	.01
Types of food				
Fruits (cups)	.01 (.01)	.01 (.01)	0 (.01)	.95
Vegetables (cups)	.15 (.02)	.57 (.04)	−.42 (.04)	<.01
Drinks (% who purchased)	64% (4.9)	28% (4.6)	36% (6.7)	<.01
Sides purchased (% who purchased)	58% (5.0) (Fries)	13% (3.5) (Chips)	44% (7.1)	<.01

SEM = standard error of the mean.

Association Between Restaurant Menu Item Descriptions and Their Nutrient Content

Krobath, D.M., Masters, W.A. and Mueller, M.P., 2021. Association Between Restaurant Menu Item Descriptions and Their Nutrient Content. *American Journal of Preventive Medicine*, *60*(2), pp.232-240.

- This study tests whether menu items with claims have different nutritional content from items without claims.
- Most dishes with claims were lower in calories; however, items with claims were not consistently lower in other nutrients to limit (sodium, saturated fat, sugar, or trans fat). Vegan or vegetarian desserts had 128 mg more sodium than desserts without this claim. Main and side dishes with claims had equivalent or higher sugar content than items without claims. Many items with claims were lower in saturated fat, especially main dishes with a nutrient content.

- They concluded that items with claims were high in nutrients to limit. Additional efforts to increase transparency around excessive ingredients, such as the sodium warning labels, could be implemented by the restaurant industry.

https://www.bangkokpost.com/business/2034863/food-safety-and-fake-news