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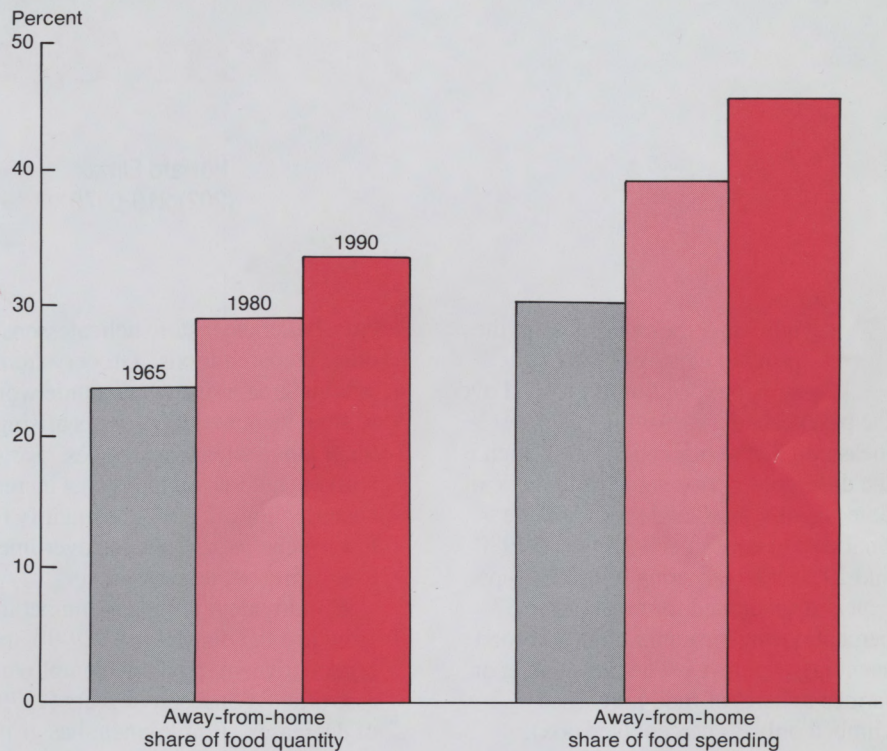
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Away-From-Home Food Expenditures. . .At a Glance

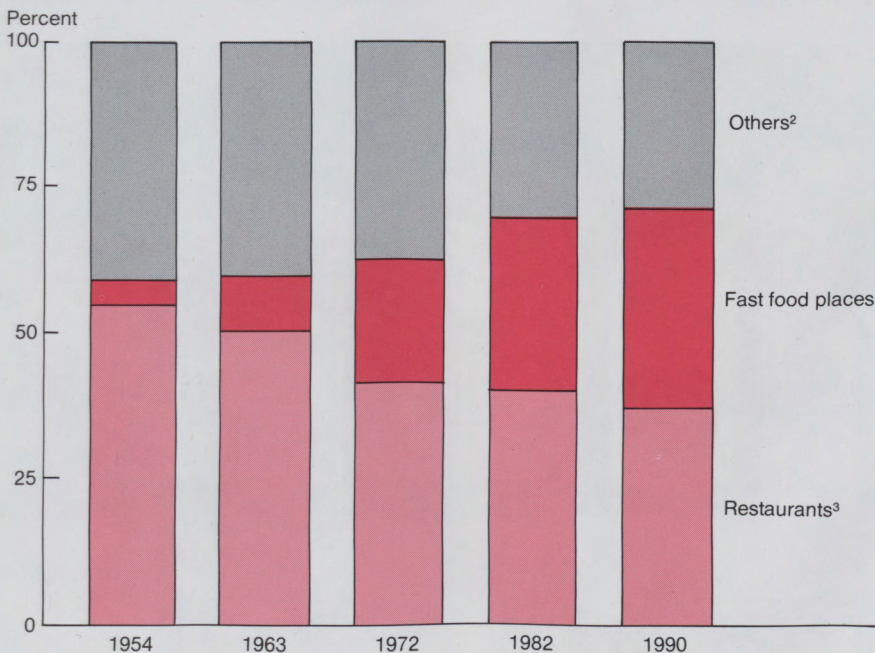
The share of total food spending for meals and snacks away from home rose from 30 percent in 1965 to 39 percent in 1980, and to 46 percent in 1990. Though almost half of food dollars are spent on meals and snacks away from home, those purchases amount to just a third of the quantity of food purchased. Away-from-home food is more expensive because of the added cost of preparing and serving the food. The away-from-home share of the food quantity has increased from 24 percent in 1965 to 29 percent in 1980, and to 34 percent in 1990.

People Are Eating Out More Often



Contact: Alden Manchester (202) 219-0880.

Fast Food Outlets Rival Traditional Restaurants for the Away-From-Home Food Dollar¹



¹Sales of away-from-home food by type of outlet. ²Includes other eating places, hotels and motels, schools, colleges, stores, bars, vending machines, recreational places, and military outlets.

³Includes lunchrooms, cafeterias, and caterers.

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Although traditional restaurants get the largest share of the away-from-home food dollar, the increased popularity of fast food outlets caused most of the growth in away-from-home food spending. Its share of the away-from-home food spending market grew from 4 percent in 1954 to 34 percent in 1990. Over the same period, spending at table-service restaurants, lunchrooms, cafeterias, and caterers—the more traditional eating places—declined from 55 to 37 percent.

Fast food outlets got their start in the 1950's. But, rapid penetration into almost every community led to market saturation by the late 1970's. Building additional outlets no longer provided the desired growth. Instead, many fast food firms are using other avenues of growth, such as adding salad bars, breakfasts, and chicken products, or entering the pizza takeout or delivery market.