

DIGGING INTO DAYPARTS: PART II

WORKING THE LUNCH AND DINNER SHIFTS

Find out how to make the most of consumers' new lunch and dinner preferences.



PUT SOME LOVE INTO LUNCH

LUNCH SALES REACHED \$286B IN 2024*

Diners are taking their lunch—especially from limited-service restaurants—in the car or at home.

TIP

Convenience is key! Include menu options that travel well, like this [Kung Pao Turkey Salad](#).

Cravings and health-conscious choices are driving consumers' lunch decisions. Serve up both in dishes like [Moroccan-Spiced Turkey Salad Sandwich](#).



DIVE INTO DINNER INDULGENCE

DINNER SALES TOP LUNCH AT \$386B* IN 2024

23% OF CONSUMERS ARE EATING DINNER EARLIER IN THE DAY THAN THEY WERE IN 2024.

WHY?

More deals

Shorter wait times

More flexibility when working from home

42% OF DINNER VISITS ARE DRIVEN BY CRAVINGS FOR COMFORT AND INDULGENCE.

TIP

Serve up craveable items like a [Buffalo Turkey Burger](#), with plenty of blue cheese mayo and Buffalo wing sauce.



*At restaurants and retail.
Source: Daypart Dynamics, Technomic, 2025