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#### **TRENDS IN THE DEVELOPMENT OF THE RESTAURANT SERVICES MARKET: METHODS OF DETERMINATION AND CHARACTERISTICS**

*Methodical approaches to determining the current state and development trends of the restaurant services market which serve as a toolkit for forecasting future dynamic changes in the industry and planning measures for the adaptation of enterprises to the new conditions of the organization of their activities are considered in the article. The purpose of this article is the study of modern trends in the development of the restaurant services market and the formation of methodical approaches to their determination.*

*In this study, based on the analysis of the external environment of restaurant establishments, the main methods for determining the current state of the catering services market are established, which include the methods of analyzing market stability, consumer preferences, competitive environment, and segmentation. With the help of the formed methodological toolkit, the following is carried out: survey of consumers; study of new popular dishes, recipes, technologies and trends in the industry; analysis of menus, concepts, price policy; forecasting future directions of industry development. The use of these methods allows: to determine the features of demand, supply and market equilibrium; evaluate and characterize changes in consumer needs; establish competitive advantages and disadvantages in the operation of the enterprise; determine the target audience according to established criteria. Based on the mentioned approaches and methods, the main trends affecting the development of the restaurant services market were identified and characterized.*

*Thus, it was proven that the key directions of the development of the restaurant services market are the growing popularity of healthy food, the development of social media and information technologies, technological progress, and the development of gastronomic tourism. Certain methods are used as a tool for determining trends in the development of the industry, which provide the ability to adapt restaurant enterprises to dynamic changes in the service market. They include: marketing research methods, analysis of trends in the gastronomic industry, observation of competitors, cooperation with specialists and experts, analysis of changes in consumer demand. With the help of these methods, the main trends in the development of the restaurant business were determined, namely: economic, gastronomic, technological innovations, macroeconomic and demographic factors. These trends characterize the demand for restaurant services, the development of the restaurant business, digital development, changing consumption habits and the state of the consumer market.*

*Key words: market of restaurant services, development, food enterprises, methods, development trends.*

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**Юдіна О. І., Небаба Н. О., Корнєєв М. В., Вишнікіна О. В., Алтунін К. О. Тенденції розвитку ринку ресторанних послуг: методи визначення та характеристика**

У статті розглянуто методичні підходи до оцінки сучасного стану та трендів розвитку ринку ресторанних послуг, які служать інструментарієм для прогнозування майбутніх динамічних ринкових змін. Метою статті є дослідження сучасних тенденцій розвитку ринку ресторанних послуг. У даному дослідженні на основі аналізу зовнішнього оточення закладів ресторанного господарства встановлено основні підходи до визначення сучасного стану ринку ресторанних послуг, до яких відносяться: аналіз ринкової стійкості, споживчих переваг, конкурентного середовища, сегментації. За допомогою сформованого методичного інструментарію здійснюється: опитування споживачів; вивчення нових популярних страв, рецептур, технологій та трендів в галузі; аналіз меню, концепцій, цінової політики; прогнозування майбутніх напрямів розвитку галузі. Використання цих підходів дозволяє: визначити особливості попиту, пропозиції та ринкової рівноваги; оцінити та охарактеризувати зміни потреб споживачів; встановити конкурентні переваги та недоліки у роботі підприємств ресторанного господарства; визначити цільову аудиторію за встановленими критеріальними ознаками. На основі зазначених підходів виявлено та охарактеризовано основні тенденції, що впливають на розвиток ринку ресторанних послуг. Встановлено, що ключовими напрямками розвитку ринку ресторанних послуг є зростання популярності здорового харчування, розвиток соціальних медіа та інформаційних технологій, технологічний прогрес, розвиток гастрономічного туризму. Інструментом визначення тенденцій розвитку галузі служать певні підходи, що забезпечують можливість адаптації ресторанних підприємств до динамічних змін на ринку послуг, до їх складу входять: маркетингові дослідження, аналіз тенденцій у гастрономічній індустрії, спостереження за конкурентами, співпраця зі спеціалістами та експертами, аналіз змін у споживчому попиті. Визначено основні тенденції розвитку ресторанного бізнесу, а саме: економічні, гастрономічні, технологічні інновації, макроекономічні та демографічні. Ці тенденції характеризують попит на ресторани послуг, розвиток ресторанного бізнесу, цифровий розвиток, зміну звичок споживання та стан споживчого ринку.

Ключові слова: ринок ресторанних послуг, розвиток, підприємства харчування, методи, тенденції розвитку.

**Introduction.** The restaurant services market is a dynamic and competitive environment with a diverse range of food service businesses. It is constantly growing due to changes in taste preferences, increasing incomes and demand for various types of restaurant services. Thus, the market of restaurant services is a set of enterprises and the number of consumers that form the aggregated demand and supply in the market of food services, as well as relationships between sellers and consumers of restaurant products. The development of the restaurant services market is characterized by a number of trends that have a significant impact on the competitiveness of enterprises in this area.

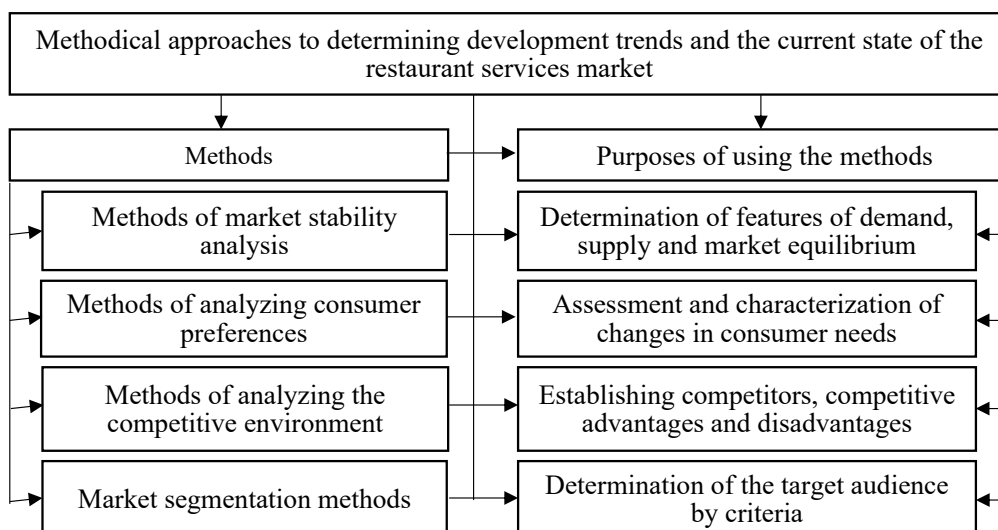
**Analysis of Recent Research and Publications.** Issues related to the activities of restaurant business establishments operating in the food service market, trends in their development, are covered in the scientific and scientific-methodological works of J. Walker, A. Mazaraki, M. Malska, G. Pyatnytska, P. Pucentailo. The peculiarities of the operation of restaurant business enterprises and the transformation of the restaurant services market were studied by such scientists as B. Andrushkiv [1], O. Kuzmak [2], O. Grigorenko [3] and others. However, in the conditions of dynamic changes and instability of the external and internal environment, there is a need to identify modern trends in the development of the restaurant services market and establish methods for their determination, which determines the purpose of this work.

**The purpose of the article** is the study of modern trends in the development of the restaurant services market and the formation of methodical approaches to their determination.

**Presenting main material.** Today, the restaurant sector is developing dynamically and it is an important component of the national food market. At the current stage, there is an increase in demand for healthy food, as consumers become more aware of their health and change their food preferences. Therefore, restaurant establishments focused on the production of dishes from natural and fresh products that correspond to a healthy lifestyle of a person have a dominant position in the competitive environment. Also, today, an important trend in the restaurant market is the growing interest in local and farm products, as consumers increasingly appreciate local suppliers and environmentally friendly production. Catering companies that actively include dishes made from such products in their menu attract the attention of consumers and secure a leading position in the competitive market.

Thus, certain methodological approaches are used to determine modern development trends, consumer needs, and the competitive environment in the modern market of restaurant services (Fig. 1).

Thus, the following methods are used to determine the current state of the restaurant services market: analysis of market stability, which allows to establish the peculiarities of supply and demand, factors affecting the change of these parameters, the volatility of prices for restaurant products and services; analysis of consumer preferences based on marketing research methods aimed at gathering information about consumer needs and requirements, their preferences and expectations; analysis of the competitive environment, which provides the definition of competing enterprises, their strengths and weaknesses, the assessment of price, assortment policy and own brand, as well as the identification of the main factors affecting these characteristics; segmentation, which makes it possible to divide the market into segments according to various criteria (behavioral, psychographic, demographic, geographic, etc.) to determine target audiences and develop strategies aimed at each separate market segment.



**Figure 1. Methodical approaches to determining the current state and development trends of the restaurant services market**

Source: compiled by the authors

The methods of determining trends in the development of the restaurant sector are a necessary tool for forecasting the future directions of the industry's development, and, therefore, planning measures to adapt the enterprise to them. Such economic approaches help economic entities to develop strategies and business models taking into account changes in tastes, needs and demands of consumers regarding restaurant products and services. Identifying trends also helps to understand what new concepts, technologies and innovations can be used to improve the guest service process and increase the efficiency of business operations. The use of such methodological tools contributes to the growth of the level of competitiveness of restaurant establishments, allows them to respond more quickly to changes in the surrounding environment, use new opportunities to attract and retain consumers, as well as strengthen their positions in the market by providing unique services, products, forming new concepts that meet modern trends and consumer requirements and are determined using a process approach (Fig. 2).

The process approach involves the step-by-step organization of the research, which is aimed at achieving its main goal, namely, determining the trends in the development of the restaurant services market. This approach includes the following stages of studying the object of research: marketing research, analysis of trends in the gastronomic industry, observation of competitors, cooperation with specialists and industry experts, analysis of changes in consumer demand.



**Figure 2. Process approach: the content of the stages and methods of determining trends in the development of the restaurant services market**

Source: compiled by the authors

The determination of trends in the development of the restaurant services market is carried out on the basis of marketing research, which is based on key methods of studying the characteristics of the external environment and its impact on the internal state of the enterprise. Such studies are aimed at collecting information about the needs and

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requirements of consumers, their preferences, expectations and include methods of consumer surveys, focus groups, and data analysis. This allows for first-hand information about tastes, priorities and changes in the consumption of food products and restaurant services, and therefore helps restaurants to develop effective strategies and adapt to changes in the external environment.

At the stage of analysis of trends in the gastronomic industry, innovative products and processes occurring in the restaurant industry are studied, including new culinary directions, popular dishes, concepts, technologies of service and production of restaurant products that appear on the market. This analysis is based on the study of gastronomic magazines, blogs, social media, as well as experience from participation in exhibitions and conferences of the gastronomic industry.

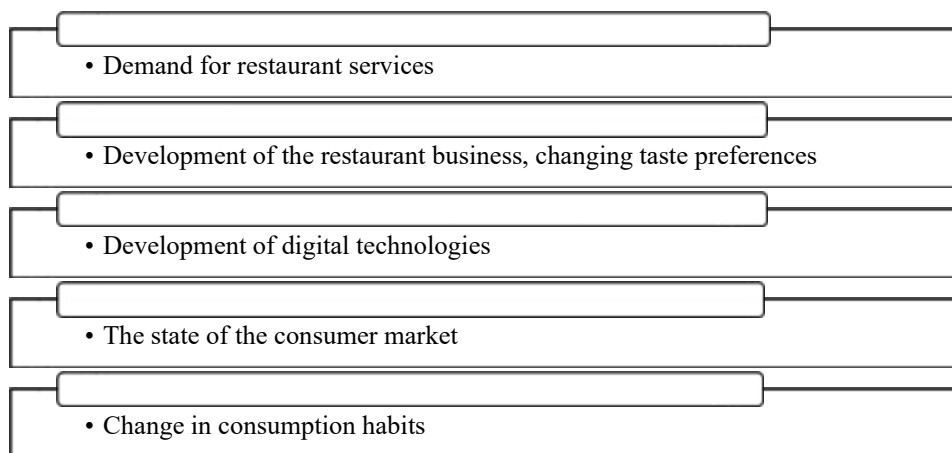
At the stage of monitoring competitors, competitor enterprises in the restaurant services market are analyzed in order to determine their development and innovation strategies. Research may include analysis of menus, concepts, costs, pricing and assortment policies, marketing strategies, quality of products and services, and other aspects of competitors' activities.

Cooperation with specialists and experts involves interaction and establishment of partnership relations with gastronomic consultants, chefs, experts in the field of restaurant business. The high professionalism, extensive experience and knowledge of these specialists about the gastronomic industry help to identify trends and predict the future directions of the industry's development. Valuable advice and insights of specialists contribute to the formation of optimal decisions regarding the development of the enterprise.

Analysis of changes in consumer demand for restaurant services and products also includes changes in tastes, diets, eating styles, and preferences for popular ingredients. At this stage, the analysis of statistical data, social changes, research into consumer habits, trends in the food industry, etc. is carried out.

Defining and adapting to the development trends of the restaurant services market is an important aspect in the activities of catering enterprises to ensure their competitiveness. This approach enables restaurant establishments to adapt to modern development trends, to respond in time to changes in taste preferences and consumer requirements, to improve the quality of service, and therefore to form dominant positions on the market.

Based on the mentioned approaches and methods, the main trends affecting the development of the restaurant services market were identified (Fig. 3).



**Figure 3. Development trends of the restaurant services market and their characteristics**

*Source: compiled by the authors*

Economic trends affect the demand in the field of restaurant services, since the amount of consumer demand largely depends on such economic factors as the level of gross domestic product, the level of inflation, unemployment and the level of income of the population in the country (region).

Gastronomic trends today are characterized by the following areas: food pairing (searching for the perfect food pairing with drinks); experiential cuisine (participation of guests in the process of preparing ordered dishes); solo dinner in a restaurant; gastro tours with maximum immersion in local culture; zero-kilometer kitchens (creation by restaurants of their own gardens, vegetable gardens and farms at a short distance from the establishment and the offer of ecologically clean, vegetable-oriented farm dinners); growing demand for functional products that provide additional health benefits (increased immunity, mental energy, performance, relaxation, improved mood and sleep) and ancient cereals (buckwheat, rye, millet, barley, sorghum, amaranth) characterized by high the content of fiber, protein, vitamins and minerals.

These trends are related to solving the problem of ensuring and preserving the health of consumers. Currently, there is an increase in demand for dishes made from ecologically clean raw materials (without GMOs, pesticides,

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herbicides and other chemicals) and fresh products. Ensuring these needs requires food enterprises to improve logistics systems, in particular such elements as transportation, loading and unloading operations, product storage.

Adaptation to changes in taste preferences and adaptation of establishments to modern requirements can ensure increased profits due to an increase in the number of visitors and the turnover of places by organizing food services that meet the conditions of a healthy lifestyle, environmental friendliness, the latest gastronomic concepts, exotic cuisines, etc.

Innovations and new technologies in the restaurant business today are becoming a mandatory element for attracting and retaining consumers, whose demands are constantly growing. New technologies are important both for restaurant visitors (from the point of view of maximizing the convenience, level of comfort and usefulness of services), and for enterprises, since technological innovations ensure the improvement of the management process, increasing the efficiency of their production and service activities.

Services of restaurant establishments are characterized by complexity and include such components as concept, cuisine, service technologies, atmosphere, organization of business processes, etc. Therefore, the introduction of new technologies and other innovations in any of the specified components can increase the number and loyalty of consumers and bring business success.

Advanced technologies use the advantages of digitalization, the possibilities of interaction and integration, and allow them to be used comprehensively to increase the positive impact on the development of the activities of food enterprises. According to Western researchers and restaurateurs, important directions in which new technologies will be developed in the near future include: customer service (working with orders); loyalty programs; payment options; robots and automation.

In the modern market of restaurant services, there is a growing demand for healthy, functional food, which involves the balance of the main food components in accordance with the age, gender, intensity and characteristics of a person's labor activity. Innovative services that ensure proper nutrition include the creation of a suitable menu with the calculation of fats, proteins, carbohydrates and calories, as well as the possibility of delivering these dishes to the specified address. Certain technologies are used to provide such services. POS systems and their following functions are in demand in the restaurant business: credit card processing; inventory management, labor organization, loyalty program; mobile payments, accounting, cloud systems. One of the most popular programs in the field of digital technology today is R-Keeper. This program allows you to improve the process of production, warehouse and restaurant management in general based on systems for remote monitoring of restaurant operations, automation of the warehouse, delivery service, receiving orders and transferring them to the kitchen, CRM system. In addition, R-Keeper contributes to the effective organization of staff work and the formation of a customer loyalty system with the help of such software tools as mobile waiter terminals, electronic menu and cash register stations on a tablet, virtual guest card, automatic table reservation system, video control, etc. The program includes a convenient warehouse module, which in online mode shows product balances and current purchase prices with recent dynamics – this allows you to quickly track fluctuations in the cost of meals. Innovations from R-Keeper allow you to automate the business processes of all restaurant establishments, including modern types of food establishments, such as anti-cafes, food trucks, etc.

The "Quick Resto" program refers to the universal automation systems of catering enterprises, the functions of which are: menu creation; settlement with guests; managing the seating of visitors in the hall; creation of loyalty programs; analysis of stock balances. Functionality includes a CRM system and management accounting, combines front-office and back-office.

Jowi software has a cloud-based restaurant automation solution, a fast application that combines front-office and back-office, mobile applications for waiters and chefs, a CRM system and analytics functions. The program allows you to accept orders and reserve tables, organize delivery. The program is convenient to use both from a computer and from a tablet or smartphone.

Modern trends in the development of technologies in the restaurant business are characterized by the use of POS systems, POS terminals, tablet menus (tableservice), touch self-service kiosks (QSR). Digitization and technological innovations in the market of restaurant services contribute to attracting more consumers, increasing their loyalty to the establishment, simplifying the administration process, optimizing business processes, reducing costs and increasing the profit of catering enterprises.

Macroeconomic factors influence the functioning mechanism of the national economy and the country's internal market, which ensures socio-economic development, dynamic changes, shapes the market structure, the order and algorithm of processes, and ensures the patterns of interaction of all its participants. Demographic factors such as the number, composition and structure of the population, features of its territorial location, lifestyle form a certain demand for products and services of restaurant establishments.

**Research conclusions and prospects for further research in this direction.** In modern economic conditions, the key directions of the development of the restaurant services market are the growing popularity of healthy food, the development of social media and information technologies, technological progress, and the development of gastronomic tourism. Certain methods are used as a tool for determining the trends in the development of the industry, which ensure the possibility of adaptation of restaurant enterprises to dynamic changes in the service market. They

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include: marketing research methods, analysis of trends in the gastronomic industry, observation of competitors, cooperation with specialists and experts, analysis of changes in consumer demand. With the help of these methods, the main trends in the development of the restaurant business were determined, namely: economic, gastronomic, technological innovations, macroeconomic and demographic factors. These trends characterize the demand for restaurant services, the development of the restaurant business, digital development, changing consumption habits and the state of the consumer market. The proposed methodological toolkit can be used in further studies of dynamic changes in the market of restaurant services, identification of factors for the development of catering enterprises in future periods of time.

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