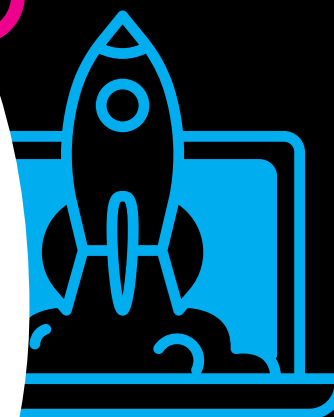
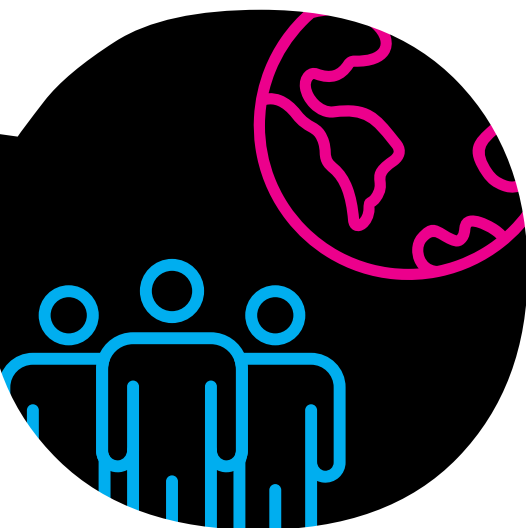


TOP

Restaurant Industry Trends to Watch in 2025

Ready to spice up your restaurant marketing in 2025? The restaurant industry is evolving rapidly. From leveraging new technologies to focusing on customer relationships, these trends will shape the future of dining experiences. Here are the top 5 trends you should consider.



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Enhancing Personalization with Data

Personalized experiences are no longer a luxury—they're expected. By analyzing customer data, restaurants can send tailored emails, offer customized digital menu suggestions, and provide loyalty rewards based on previous orders. Data-driven strategies allow for deeper connections with diners, creating more meaningful interactions and improving customer retention.

A stylized black and white line drawing of a rocket ship launching from a laptop screen. The rocket is positioned on the left side of the laptop, with its base resting on the screen. The laptop is open, and the screen shows the rocket's launch. The background is a solid magenta color with a large white circle behind the title.

AI-Driven Marketing & Automation

AI is here, and it's not just for your back-office staff anymore. From chatbots that answer questions in real time to predictive analytics that know exactly what your customers are craving, AI is enhancing operational efficiencies and guest experiences. Example—predictive algorithms can suggest menu items based on a diner's past choices, improving both order accuracy and satisfaction.

Additionally, AI-powered kiosks and mobile apps allow for quicker and more seamless ordering experiences, reducing wait times. Need some support ensuring that these digital ordering experiences are as frictionless as possible? Check out our latest blog post: [5 Tips for Optimizing Your Digital Ordering Strategy](#)

Leveraging Social for Search

The future of searching for restaurants is already here. Social media. Consumers are increasingly turning to Instagram, TikTok, and Facebook first to discover restaurants, read reviews, and check out menus before making decisions. A recent study by PYMNTS found 37% of diners search for restaurant information by accessing content from a restaurant's social media page. That share jumped up to 42% for Gen Z and 46% for Millennials. Restaurants that optimize their social feeds and grids with engaging, crave-worthy content and localized search keywords will be well-positioned to attract new guests.

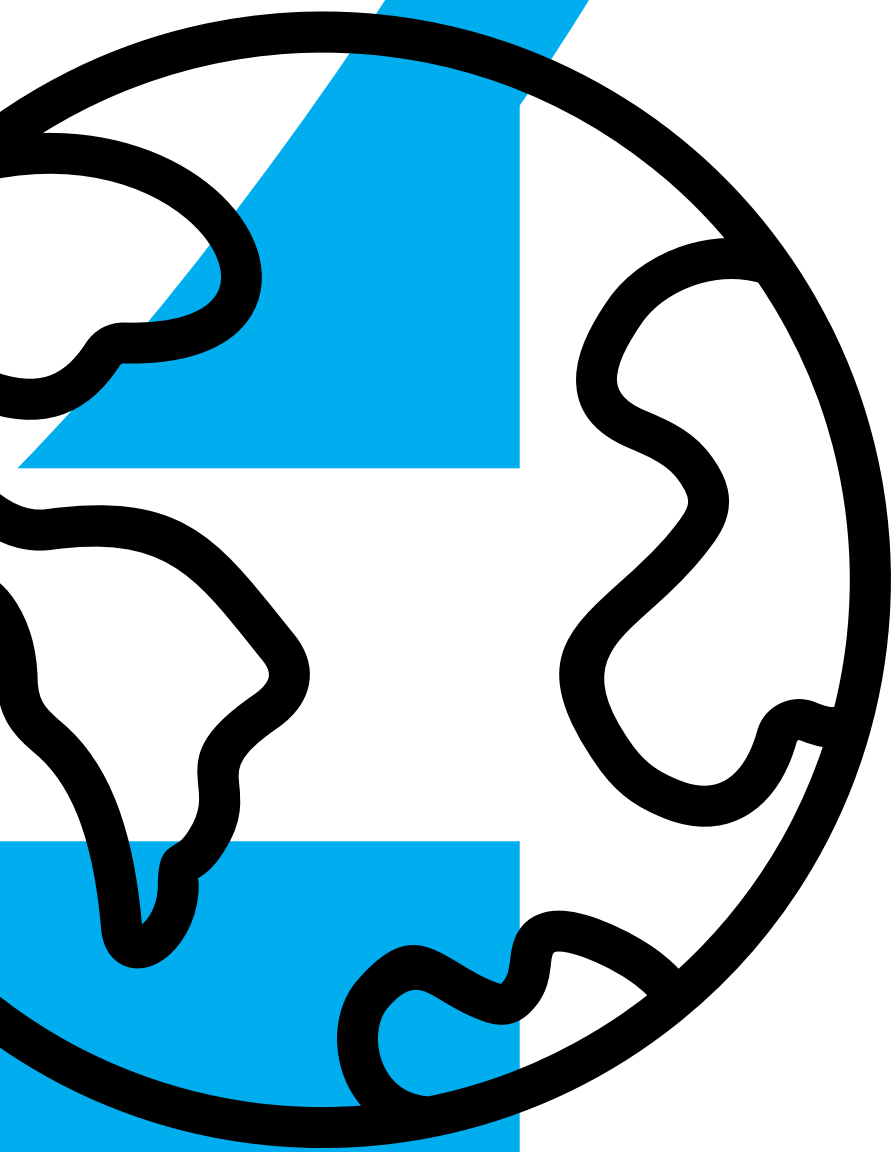


[VIEW OUR CASE STUDY, FEATURING MOE'S SOUTHWEST GRILL >](#)



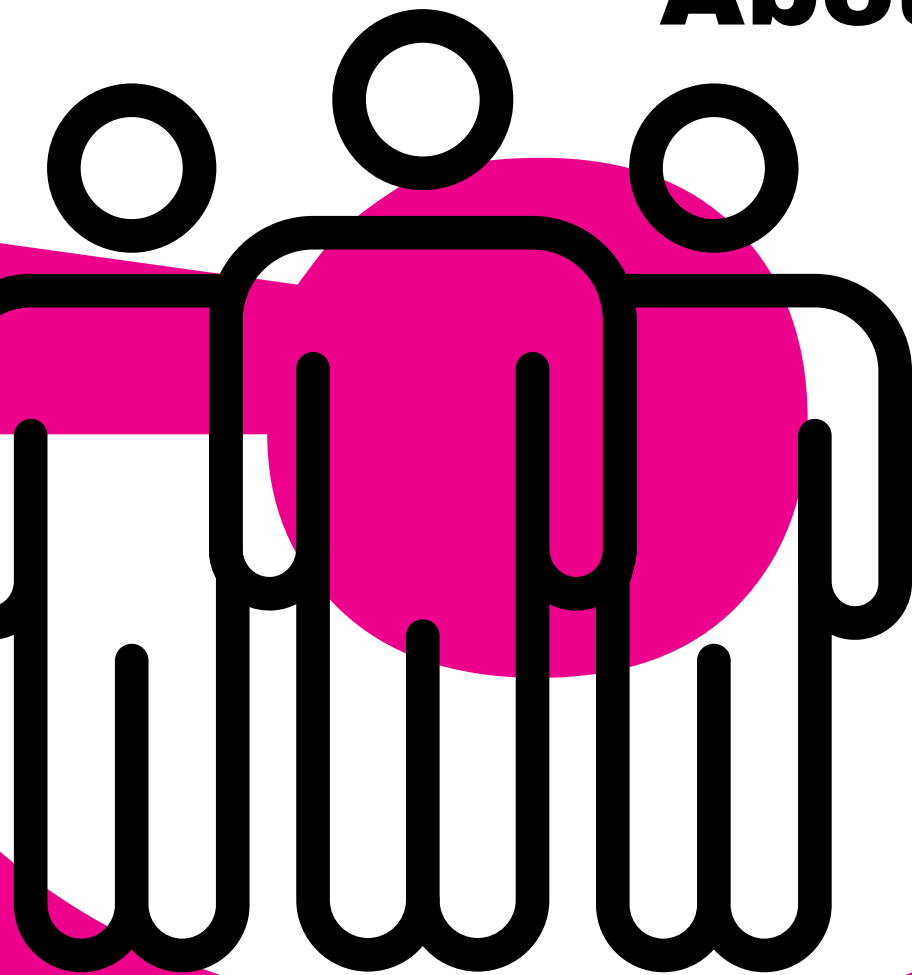
Emphasis on Sustainability

Consumers, especially younger generations, are more concerned about sustainability than ever before. The demand for eco-friendly practices is rising, from reducing food waste to sourcing local ingredients. Restaurants that focus on sustainability by offering plant-based menu options, minimizing plastic use, and adopting energy-efficient technologies will not only attract conscious diners but also build brand loyalty.



Engage with Your Community— It's Not Just About the Food

As customers seek more authentic connections, restaurants that foster community engagement (think local events, charity efforts, and partnerships with local producers) will score major points. Community-driven marketing helps build trust and fosters a loyal customer base, making this trend a crucial area for restaurant marketing strategies in 2025.



CASE STUDY

Hooters Fall Football



[VIEW CASE STUDY](#)

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**Ready to Cook
Up Success?**

2025 is looking pretty appetizing. If you're ready to dig into these trends and more, we're here to help. Give us a shout!

[CONTACT US](#)