

# MONTHLY RESTAURANT INDUSTRY SNAPSHOT November 2021

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COMMENTS:

Based on consensus from our sources (CRCR interviews, NFIB Survey, National Restaurant Association Monthly Survey) SSS showed a modest improvement over October. Trajectory remains positive since March. Traffic continues to fluctuate between positive and negative tendencies. November was an odd month with sales growth momentum decreasing during the first week but steadily growing the rest of the month.

RESTAURANT PERFORMANCE INDEX (Source: National Restaurant Association)													
		3/21	4/21	5/21	6/21	7/21	8/21	9/21	10/21				
<b>@</b>	RESTAURANT PERFORMANCE INDEX	105.1	106.3	105.5	105.6	105.2	104.2	102.9	105.6				
	CURRENT SITUATIONS												
\$	SSS Increase/Decrease	77%/23%	97%/3%	95%/5%	84%/16%	85%/15%	73%/11%/16%	76%/24%	85%/11%				
	Capital Spending	58%	74%	68%	72%	73%	63%	59%	62%				
	<b>EXPECTATIONS:</b>												
\$	Sales Outlook Improvement	78%	77%	75%	75%	71%	53%	47%	50%				
ah	Economy Outlook Improvement	69%	64%	74%	68%	32%	36%	16%	30%				

## SMALL BUSINESS OPTIMISM INDEX (Source: NFIB and Compass RCR)



Results indicate operators overall optimism improved. But, as the month drew to a close, new concerns rose concerning the new Covid variant, Omicron, and its potential impact on business.

## CONSUMER SENTIMENT (University of Michigan-Sentiment)

#### **Top Concerns of Consumers:**

- Escalating inflation and absence of federal policies that would effectively redress the inflationary damage to household budgets.
- 25% cited inflationary erosion of their living standards and are planning on cutting back on holiday spending this year. (However, consumers have a strong desire to resume more normal holiday gatherings with family and friends.)
- 25% stated economic issues as the most important problem.
- Concerns about Covid have eased in Nov.; down from 26% in Aug to 13% in Nov.

	6/21	7/21	8/21	9/21	10/21	11/21
Consumer Sentiment	85.5	81.2	70.3	72.8	71.7	67.4
Current Economy	88.6	84.5	78.5	80.1	77.7	73.6
Consumer Expectations	83.5	78.4	65.1	68.1	67.9	63.5

## **HEADLINE NEWS**

- Inflation impact on consumers cutting back on holiday spending. Consumer confidence fell to a 40-year low.
- Operators are concerned over ramifications from the new Tipping Laws; puts additional pressure on the operator.
- Acquisitions: RBI acquires Firehouse Subs; Jack in the Box acquires Del Taco.
- Understaffing issues eased in November and product shortages were not as severe.