

# **NAV Consulting Group**

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## Food truck trends

– [First Link](#)

This article provides a comprehensive overview of the food truck trend in 2024, involving insights into the current market trend for developing an optimal food truck concept. Food trucks are becoming an increasingly popular food trend, and they are constantly evolving to meet the needs of customers. According to the article, there is a significant shift in culinary culture as people, particularly Generation Z, begin to live healthier lives by switching to more nutritious meals such as vegan and plant-based alternatives. Understanding their preferences, some food trucks have established vegan options and have seen remarkable success in return. This trend not only aims for health-conscious eaters, but also spans the range of target customers. People who are dieting are no longer struggling with the restricted menu because they now have more options to choose. This vegan menu will be an efficient move in order to support our clients needs and also bring benefits to the company. As living healthy is such an upward trend, people tend to favor using eco-friendly products. Food trucks are also beginning to implement green initiatives, such as using sustainable packaging or wood utensils. This is an excellent upgrade, as the environment has long been a contentious issue. Thus, companies that effectively carry out this change will attract more customers, especially those who are environmentally conscious.

- [Second Link](#)

Food trucks have been around for over 2 decades, and yet they are continuing to evolve and change with the times. In 2022, the food truck business was worth over 1.4 billion dollars in America alone, and is an ever growing industry. The difference that food trucks bring is that it offers a lot of original food concepts that are not found in restaurants, causing a lot of people to find them intriguing. Before the pandemic, the industry was growing as a whole around 8% a year on average. Not only is food trucks really big in America, but recent trends show that it has increased in popularity to places outside America like Asia and Latin America. Recent trends also show that these food truck businesses are utilizing social media and online ordering to combat the effects that covid had on the restaurant industry. They have focused heavily on social media marketing in order to advertise themselves, as more and more of the population is online and on social networks. Another recent trend is plant based and vegan food, as there is more of a demand for this in the younger generations. Some of the most popular food truck options are tacos, grilled cheese, ice cream, and there are also a lot of innovative food creations and mixes like the phoritto (Pho + Burrito).

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Additionally, food trucks have demonstrated needed adaptability in response to changing consumer preferences and external factors like the COVID-19 pandemic in the U.S. They've capitalized on health-conscious trends by offering more vegan and vegetarian options, expanding their customer base. Food trucks have also innovated by catering to events like weddings, providing customizable menus and cost-effective options. During the pandemic, food trucks benefited from their outdoor setting, enabling

social distancing compliance while still offering dine-in options. Lifted restrictions post-pandemic have boosted food truck sales as customer traffic returns to urban areas. Regulation plays a significant role in the industry's growth, with some cities fostering food truck-friendly environments while others impose barriers like high fees and parking limitations. Key markets for food trucks include college areas, catering to young adults with limited cooking skills and time. Moreover, they've found success in commercial centers, serving professionals seeking convenient meal options. Even lower-income workers are frequent customers, attracted by the availability of hot meals in areas lacking food heating facilities.

## **Generation Z food trends**

- [First Link](#)

To create a menu that appeals to the majority of people, it is necessary to understand current food trends and customer preferences. This article discusses food trends for 2024, which will give us some ideas for menu options. The most surprising culinary trend is the addition of spicy condiments. Starbucks, for example, recently began offering some sandwich orders with a sriracha sauce bag and introduced a spicy drinks menu. This sparks customers' interest, attracting more customers to try out and increasing the chance of gaining a "true friend" for the company. According to the article, this trend is derived from Generation Z's love of spicy ramen. It also mentions the DIY trend, which is an excellent method based on micro marketing principles. Allowing consumers to customize their food improves customer satisfaction and loyalty. It is stated in the reading that operating a DIY meal kit provides convenience when

assisting customers with their nutrition choices and is also easy to carry around. This is popular among Generation Z because, with their active and busy lifestyles, a DIY meal kit is the ideal solution for staying healthy.

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In this UW library source, there are a lot of trends that are outlined in this article. The first one that stood out to me was the integration of technology into foodservice. This article talks about how AI and how it can recommend menu items as well as digital ordering devices where you can order directly from a machine as compared to a real person which may take more time and be more expensive to the company. Recent food trends have also focused a lot more on sustainability, as people are more and more concerned about global warming and believe one of the ways to combat it would be through more sustainable food practices. Another trend that stood out to me was the prominence of food delivery services, as a lot more people are working from home and in hybrid settings, and do not really want to go out to get food, and thus are relying on these apps and deliveries for their meals. One last trend that I saw was that a lot of people are trying to go to more locally sourced restaurants, as people want to support local businesses as opposed to continuing to feed into the large corporate machine.

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In the EMarketer article, author Rachel Wolff, details how late night dining is on the rise in popularity in various Northern American regions. Last year, notable chain restaurants such as Pizza Hut and Chipotle announced that they would close their

restaurants at midnight in order to cater to the growing demand for late-night food.

These recent initiatives from these companies come from the consumer choices of younger generations, specifically Gen Z. Adult Gen Z consumers tend to gravitate towards restaurants that can meet the unique need of offering craveable food when and where younger generations want it. 81% of Gen Z adults, 18 to 26 year olds, want fast-casual restaurants to stay open until midnight, according to a company survey Chipotle conducted. McDonalds, Taco Bell, Wendy's, Jack in the Box, Burger King, and other fast food companies, saw a significant increase in traffic between the hours of 10 pm to 4 am in their Q2 reports for 2023. All in all, the article shows that there is an increasing presence of American Gen Z adults who want quick, easy foods offered late at night.

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