

# Restaurant Brands vs Ongoing Inflation

**In the next year** most restaurants plan to increase prices less often but with more aggressive price increases.

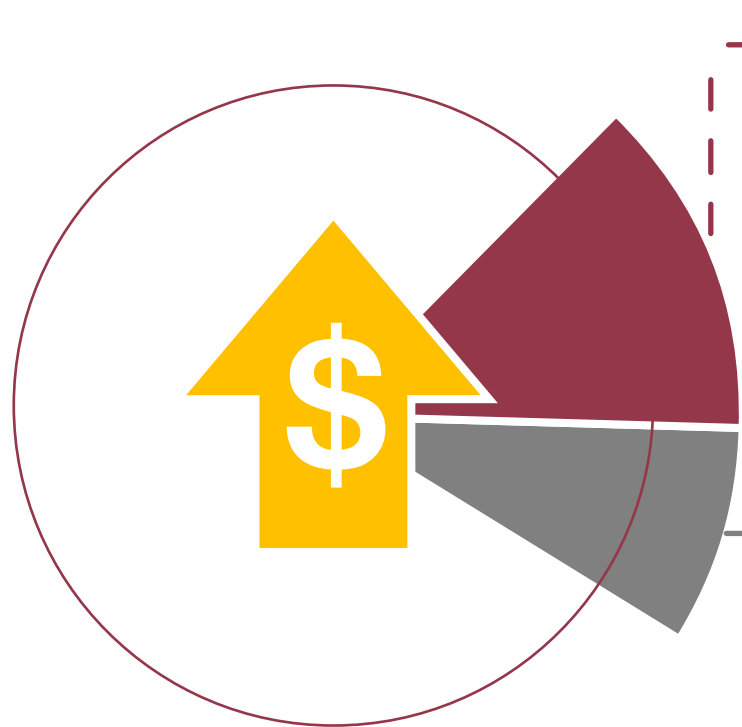
**1.7X**

prices were increased last year



**2.1X**

prices will be increased this year



**13.3%**

price increase for high-growth restaurants

**8.3%**

price increase for low-growth restaurants

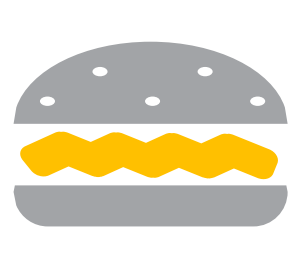
Restaurants have an opportunity **to be more differentiated** as a way to increase prices

## Ways brands differentiate increases



**44%**

day of week or time of day



**39%**

product or product category



**37%**

individual location

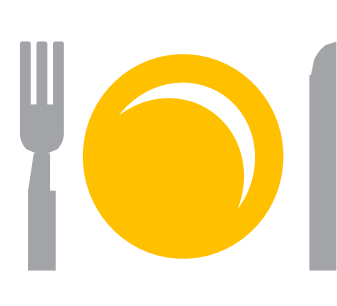
There are a variety of ways to **raise the average ticket**, outside of pure price increase

## Ways brands increase average tickets



**39%**

add or increase service fees



**31%**

develop new premium items



**30%**

remove discounts

## What does this mean?

Restaurant brands cannot rely solely on one pricing strategy, they must develop a profitability blueprint based on cost management, price increases and price differentiation.

**Contact us to discuss how strategic pricing can open opportunities for growth.**

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