

On the Radar 2023: Trends & Insights

Bringing you the latest on all things F&B.



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Executive Summary

We see food moving in an exciting direction, backed by technology and increasingly customer focused.

Phones have become our constant companion, so it is unsurprising that technology has found a seat at the table.

The F&B industry has come a long way from traditional dine-in experiences. Nowadays, tech has integrated itself within the industry in every form — dine-in, delivery, and even takeout.

Still, it focuses on ensuring the needs of its consumers are met, with stomachs well-fed. Suddenly, the idea of conveyor belt dining and ordering via tablet isn't the most innovative idea with thousands of practices shared across the world.

Convenience is easily accessible with a tap.

Hungry? Go on a food delivery app. On the go? Food is already nearby. Tired of the same thing? Access endless options.

Even luxury brands are stepping into being more accommodating to its consumers of different budgets through food.

Businesses within the F&B industry also have endless choices, tools at their disposal. The question is: **Which is the right solution for their needs?**

How Having Everything Everywhere All At Once Grows Restaurants

Lost? Check maps.
Upset? Post about it.
Hungry? **Order online.**

Our phones help us connect to the digital world, already a part of everyday life, with technology adapting to meet constant consumer demands — **the F&B industry is no exception.**

Throughout the pandemic, online food delivery has been the main channel of F&B businesses. Whether it's a solo or group order, the convenience of ordering and paying has changed the way we interact with restaurants and cafes, and even how we think as a consumer.

Everyone has at least **one food delivery app** on their phone — proving that even with higher pricing due to commission fees, packaging, or small order fees, people are willing to pay for convenience.

Similarly, contactless payment was strictly a safety standard. Nowadays, whether you order from delivery apps

or directly from businesses, paying with a tap or a scan is preferred over counting cash & change by the counter. Even smaller F&B businesses adopt e-wallets, helping both customers and staff save time — every second counts during peak hours!

Kitchen management software has evolved to be accessible on mobile devices. While it could be limiting since some features may not be mobile-friendly, software access helps provide owners with the flexibility to oversee operations whenever, wherever.

As long as we're attached to our phones, mobile food activities will continue to grow. Other businesses have grown to match its demand, while some have yet to maximize its potential. Whatever pace restaurant owners may choose to set, the technology they need to help or support them already exists — and there will always be hungry customers.

[Know More](#)



“9 in 10 consumers prefer brands with [digital convenience], an integrated online-to-offline experience

Saad Ahmed

Managing Director, Regional Head of Commerce at Grab

Mobility Vending in the F&B Industry

On the road and want to recreate Carpool Karaoke?

Ride-hailing vehicles now offer in-car karaoke.

... Too extreme?

Maybe **mobility vending** is more your ride – it **offers snack and drink options for consumers on-the-go**. With busy schedules and a fast-paced lifestyle, consumers are on the lookout for convenient snacking options, which mobility vending provides.

Whether it's a simple snack, drink, or heated ready-to-eat meals, **vending machines** have come a long way. Newer machines have touch-screen tech and multiple payment options, such as prepaid cards (varying per country) and credit cards!

On the way to a restaurant but still feeling snackish? Experience hospitality on the road — **in-car options** of food

& beverages are sold in taxis or ride-hailing services, opening an extra revenue stream to cab drivers and fleet owners alike.

Hungry but don't want to go out or wait for food? In some cases, the food goes to you. **Food trucks**, carts allow for mobility on F&B businesses' end. **Food carts** offer a similar experience on a smaller scale, with offerings likely being street or fast food.

Mobility vending is here to stay, even if its other forms aren't popular with the people yet. Food is an experience, which is why dining in — interiors, ambience, offerings — is continuously improved by businesses; however, like food, its consumers are diverse.

[L\(earn\) More](#)



How Tech Helps Hawkers, Food Halls Stay Alive

Hawker centers are a cultural icon of Singapore and are found all over the country, offering an extensive range of dishes. These are usually located in the heart of the community and offer a unique experience for locals and tourists alike.

Food courts, on the other hand, are indoor spaces with a similar concept, usually found in shopping malls or commercial areas.

Have these places adapted to consumer demands or due to becoming a thing of the past?

With endless options, it's easy to be overshadowed by another hawker stall, which is why availability and being visible to consumers is important. Food delivery apps have evolved to offer mix and match ordering — hawker stalls can either sign up as a merchant alone, or partner with another stall for combo

offers. Similarly, food court tenants can partner with delivery apps to expand their reach or search for mix and match options.

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“For Singaporeans, the hawker center is part of daily life, no more remarkable than another 99-cent pizza joint is to a New Yorker.”

Why Luxury Brands Stepped into F&B

Everyone has a brand nowadays, whether it's a luxury line or a celebrity.

These have stepped into the F&B industry and made their mark. Luxury brands have gained momentum in recent years, as fashion houses such as Ralph Lauren, Gucci, and Dior have expanded their business beyond luxury goods.



The menswear line “Polo” is iconic, which is why launching a coffee line seemed unexpected. The brand always catered to a lifestyle for those always on the move, and Ralph Lauren himself states how the coffee brand is the opposite, “a space where people could come together and take a break from their busy days”.

GUCCI OSTERIA

da Massimo Bottura

A Gucci burger definitely comes with a more affordable price than a handbag. The fashion house's restaurant and collaboration with chef Massimo Bottura has “always been [about capturing] the heritage of Italian cuisine”. From the brand colors to the food, Gucci's always showcases Italy's best.

Café Dior

by
PIERRE HERMÉ

The brand always leaned more towards classic, elegant designs, in line with the vision to “bring out the beauty in women”. The brand's cafe, and its restaurant Monsieur Dior, bring together Dior's appreciation for aesthetics and passion for cooking inspired by French heritage and even Dior's very own cookbook.

Fashion and food's interesting fusion won't die down anytime soon, but its success makes one thing clear: consumers go wild for food with powerful branding.

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