



NBCUniversal

# **RESTAURANT** **QUARTERLY UPDATE 3Q'25**

Industry *Highlights* & Media Trends

# Agenda

1

Restaurant **Landscape**  
Current Landscape & 3Q'25 Media Trends

2

Restaurant @ NBCU **Update**  
Media Trends & Creative Showcase

3

Restaurant Upcoming  
**Opportunities** At NBCU





# Current **Restaurant** Category Dynamics

As restaurants are increasingly challenged by rising costs, they continue to rely on **mass-reach platforms** to drive customer orders and maintain sales

## Headwinds:

- **Menu price inflation** continues to “noticeably increase” in the eyes of consumers, pushing them to dine out less<sup>1</sup>
- **QSRs are losing share** as their core customers, low-income diners, cut back and visit less often<sup>2</sup> even as they may capture higher- and middle-income consumers who are trading down<sup>1</sup>
- **GLP-1 usage** continues to impact dining with 70% of users visiting restaurants less<sup>3</sup>
- **Labor** remains a persistent challenge, with changes in immigration laws creating worker shortages, wage inflation, and production delays<sup>4</sup>
- **Lack of prime real estate** is slowing down expansion of growing restaurant brands<sup>5</sup>

## Tailwinds:

- Brands pivoting to **value-based meals and messaging** (Chili’s, McDonald’s, Taco Bell, Texas Roadhouse, etc.) continue to see success and are heavily leaning into media/marketing to support these strategies
- Mass reach media (e.g., live events, sports, etc.) remains important to maintain **top-of-mind awareness** and **cultural status**
- Ongoing **menu innovation** to drive incremental visits<sup>6</sup> results in a need for turnkey media
- **Expanding use of data capabilities** beyond loyalty targeting to segmentation insights and flexible campaign management



# Restaurant Category Round Up |

## Market & Consumer Intelligence

**Menu price inflation**  
creates slowdown in traffic



Food-away-from-home inflation has increased +3.7% between Sep '25 vs. Sep '24  
([National Restaurant Association](#))

To maintain a modest 5% profit margin, the avg. restaurant would need to raise prices by 30% from where they were in 2019 – a move that many restaurant owners fear would scare customers away  
([Business Insider, NRA](#))

82% of consumers say that restaurant prices have “increased noticeably” and 37% of consumers are dining out less  
([eMarketer, YouGov](#))

## Industry Response

Brands touting  
**value**  
are outperforming peers



Almost half of restaurant leaders plan to increase marketing, offer deals, and/or add discounts in response to slower consumer spending.  
([Restaurant Dive, Toast](#))

Traffic related to consumer-perceived value menus rose +1% in 2Q and half of surveyed consumers who had not dined out recently said they would visit restaurants with lower prices  
([Restaurant Dive, Circana](#))

By focusing on value, Chili's saw visits increase +15% YoY in Q3, and Taco Bell saw same-store sales growth increase +7%  
([eMarketer, Yum! Brands](#))

# Restaurant |

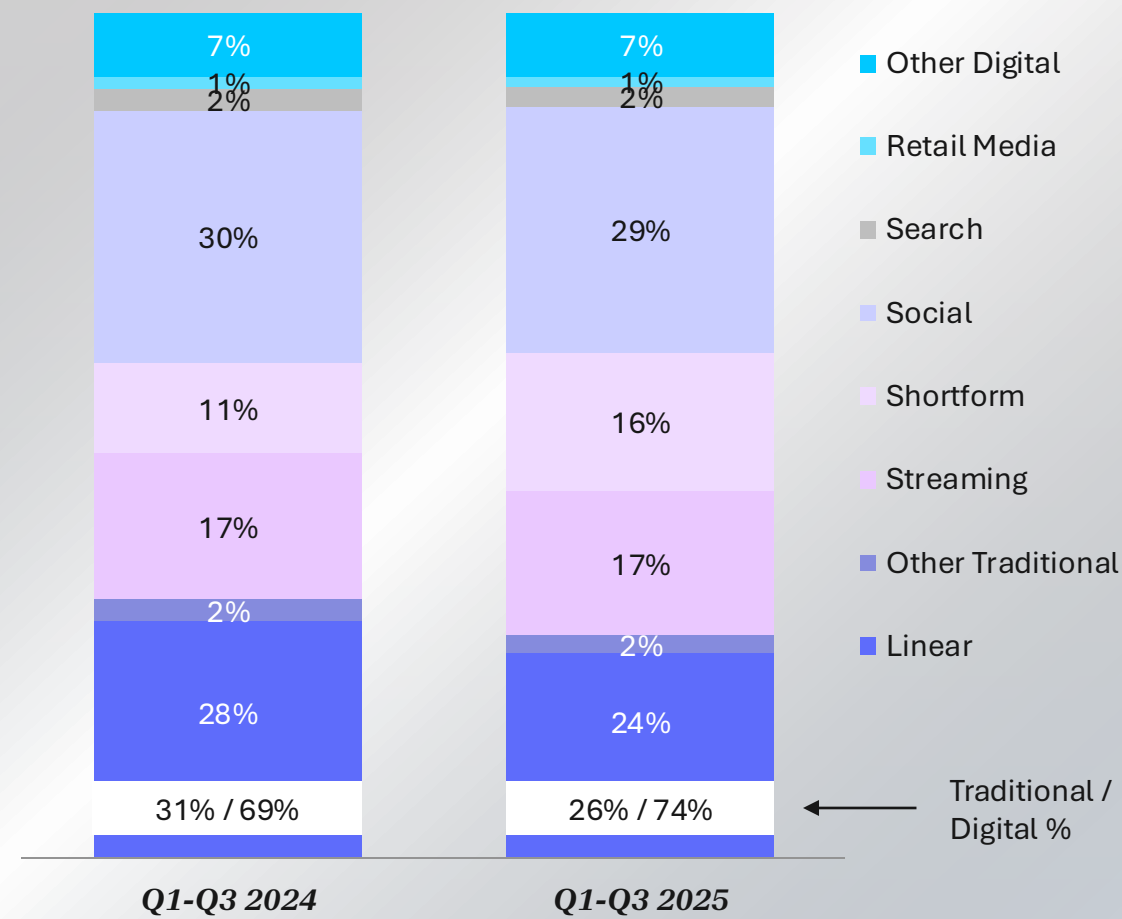
## Marketplace Spend

Total restaurant category spend increased +15% in Q1-Q3 2025, driven by digital media, primarily shortform

- **Shortform** (+76%) saw the largest YOY percent growth
- **Streaming** saw +13% spend growth, driven by a +23% increase in programmatic streaming

### Restaurant Category Media Mix

*Share of Spend*



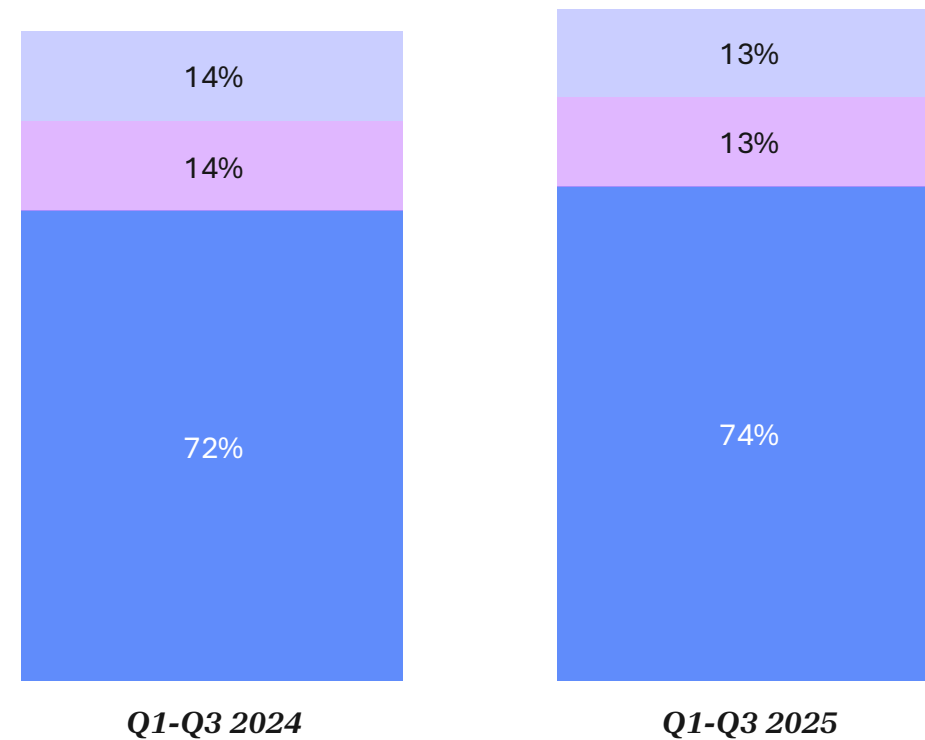
## Restaurant Marketplace Media Spend by Subcategory

Restaurant media investment growth was fueled by the **QSR (+6%) sub-category**.

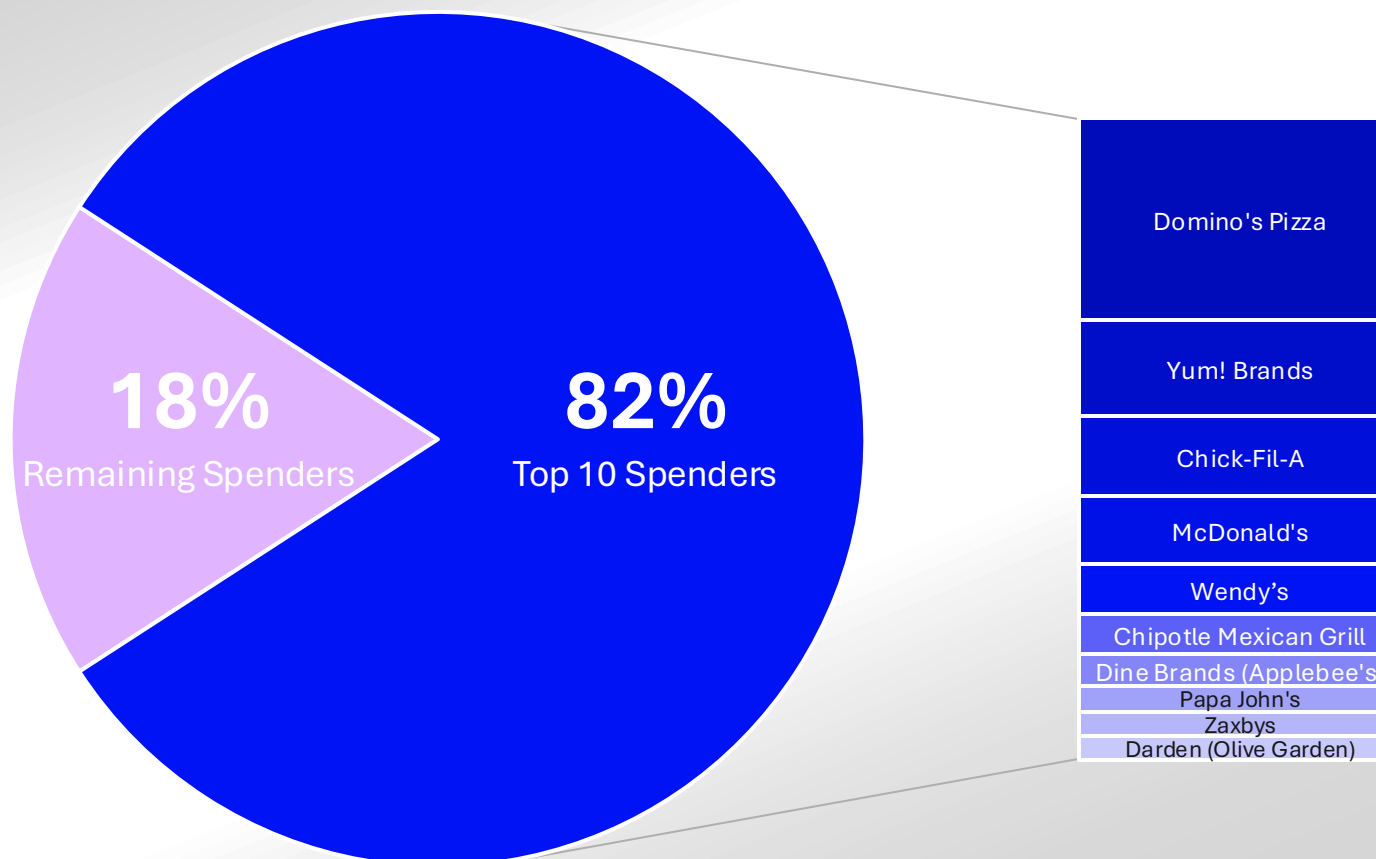
The QSR sub-category continues to make up majority of restaurant spend.

### Restaurant Media Spend by Subcategory \$USD Billions

■ Quick Serve Restaurants   ■ Pizza Eateries   ■ Casual & Upscale Dining



The **top 10 Q1-Q3 '25** restaurant spenders made up 82% of total industry spend





# Restaurant NBCU Spend

At NBCU, our Restaurant partners are leaning into Peacock, ad innovations, advanced audiences, and social



## ***Streaming***

continues to see growth as restaurant brands seek to align with premium streaming content and younger audiences

Peacock spend increased +36% in Q1-Q3 '25, driven by a +107% increase on programmatic on Peacock



## ***Ad Innovations***

remain a key focus to engage audiences and drive dining inspiration

82% of restaurant clients grew ad innovation spend in Q1-Q3 '25, driven by increases across spotlight, engagement, and pod bounce ads



## ***Advanced Audiences***

are a growing area of investment as brands strengthen relationships with key customer segments and leverage programmatic tools for flexibility

Advanced audience spend increased +21% in Q1-Q3 '25, driven by increases in digital audience IO (+150%) and programmatic (+83%)



## ***Social***

continues to grow as restaurants look to align with premium content on social platforms to reach younger, heavily engaged diners

Social investments increased +174% in Q1-Q3 '25



How restaurant brands are aligning with NBCU premium content & talent to

# tell their brand story



TOP CHEF

## Relevant Brand Extensions in the Right Content

Chipotle's flavor-packed integration - where chef-testants were asked to turn their Chipotle orders into new gourmet dishes - brought the fast casual's "53 real ingredients" message to life across platforms, in addition to driving awareness of its newest Toronto location.



DUNKIN'

WICKED  
FOR GOOD

## Cultivating Cultural Relevance with IP

On set between takes of *Wicked: For Good*, Cynthia and Jonathan weave a vision of Oz that includes Dunkin'. As ideas on new Dunkin' drinks and foods fly between the stars, Dunkin's integration authentically embeds the brand within pop culture in a fresh and fun way.



POPEYES

love island  
BEYOND THE VILLA  
peacock original

## Sponsoring Summer Passion to Inspire Purchase

Popeye's sponsored *Love Island: Beyond the Villa* with a high-impact month-long presence across Peacock with shoppable commerce units and contextual category targeting delivered to its key audience.



bravo

the valley

## Elevating the Power of Social with Fan-Favorite IP

Across a trio of social-first videos, *The Valley* stars Brittany Cartwright and Janet Caperna served up some candid reminders that sometimes the perfect mom's night out starts with a margarita (or two) and a table full of Triple Dippers at Chili's.

Leverage the power of NBCUniversal's

# Content & Audiences to drive impact for your brand & business

2026 Opportunities On The Horizon For The Restaurant Category

## NBC 100



## Q1'26 Peacock Opportunities



## Billboard Latin Women in Music



## La Casa de los Famosos



## The Kelly Clarkson Show



## Access Hollywood





CJ Updated

**NBCUniversal**

# THANK YOU

**NBCU Restaurant Category Strategy Team:**

Adam Daniele, Cynthia Jung, Andrea Illan