

NBCUniversal

A close-up photograph of a person's hands holding a large sandwich. The sandwich is made with a sesame seed bun and contains various fillings like lettuce, cheese, and meat. The person is wearing a dark suit jacket and a white shirt. The background is blurred.

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 less¹
- **QSRs are losing share** as their core customers, low-income diners, cut back and visit less often² even as they may capture higher- and middle-income consumers who are trading down¹
- **GLP-1 usage** continues to impact dining with 70% of users visiting restaurants less³
- **Labor** remains a persistent challenge, with changes in immigration laws creating worker shortages, wage inflation, and production delays⁴
- **Lack of prime real estate** is slowing down expansion of growing restaurant brands⁵

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 visits⁶ 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 | 🍔

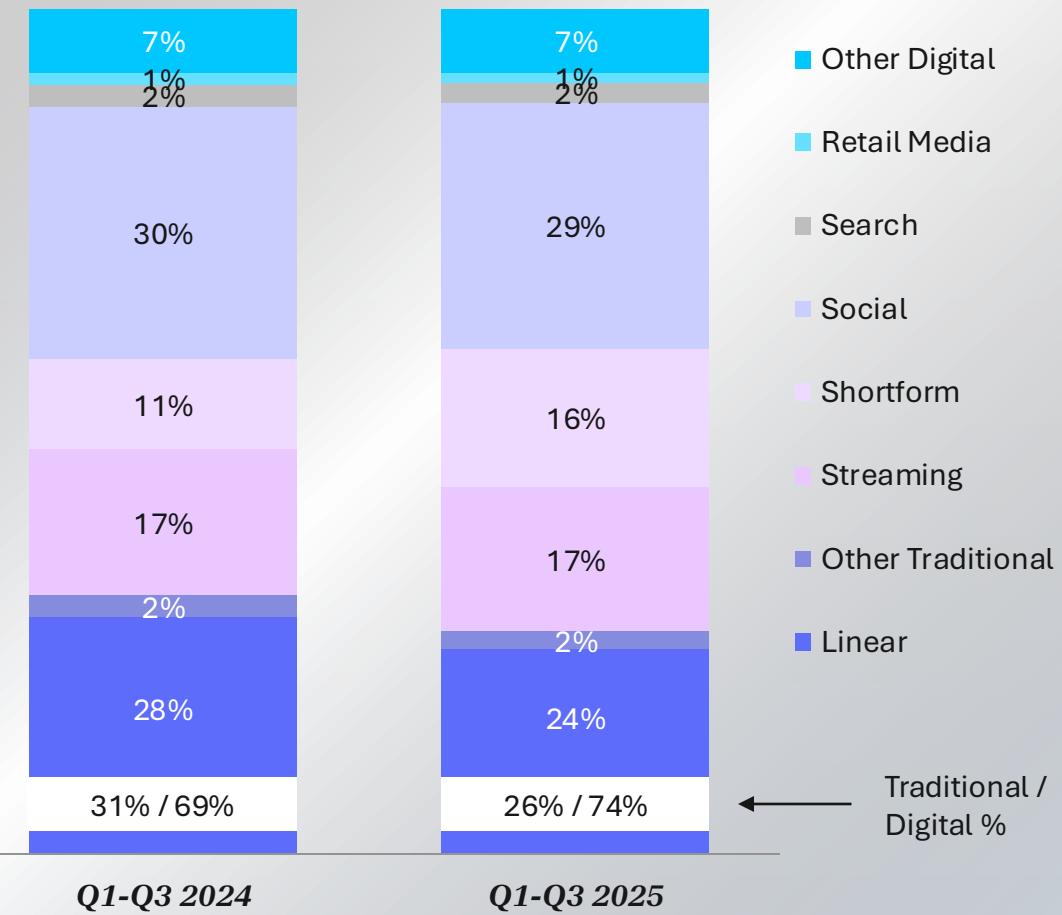
Marketplace Spend

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



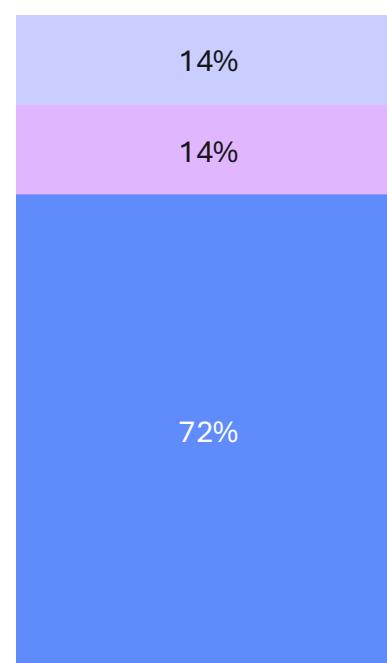
Restaurant Marketplace Media Spend by Subcategory

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

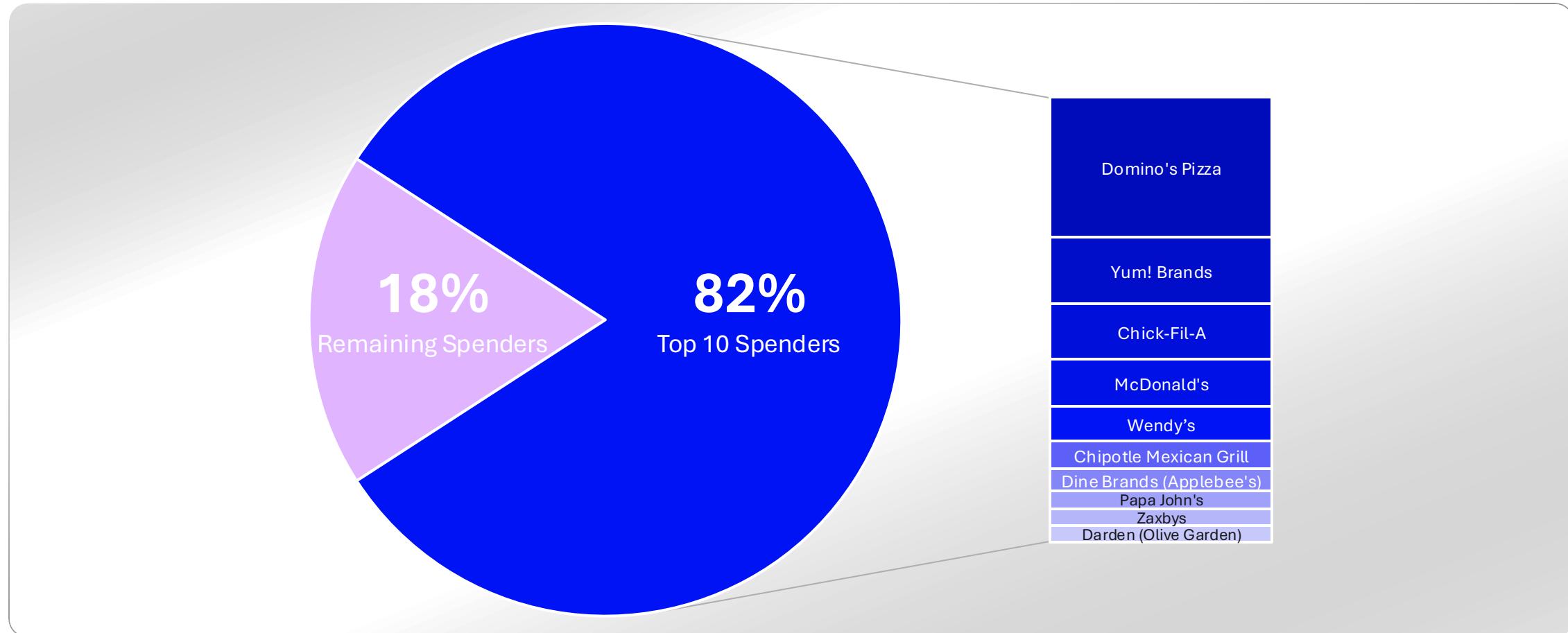


Q1-Q3 2024



Q1-Q3 2025

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**



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.



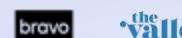
Cultivating Cultural Relevance with IP

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.



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.



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

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THANK YOU

NBCU Restaurant Category Strategy Team:

Adam Daniele, Cynthia Jung, Andrea Illan