



AUSTRALIAN
FOODSERVICE
ADVOCACY
BODY

STATE OF THE FOODSERVICE INDUSTRY REPORT 2024

AFAB's State of the Foodservice Industry Report 2024 is the first definitive report of its kind, covering Key industry trends by stakeholder, Employment insights, Food waste, Key foodservice industry facts, Dining out in Australia, Food distribution, Size of the Australian foodservice market 2017–2024, The future and Australian foodservice market forecasts.

Why this report matters

The information contained in this report is crucial for businesses to plan the way ahead and also in highlighting the opportunities that abound in a post-COVID world.

Business pitching

The State of Play Report identifies key industry trends and facts revealed via the value food chain, consumer insights, market sizing, distribution with a firm focus on the future opportunities.

Key challenges

Know what the key challenges for our industry are and what it means for your business.

Confidence index

A reassuring indicator of the Australian Foodservice market by key commercial channels to identify business service opportunities.

Market outlook

Allocate your resources to where the market is growing in the next 12 months from the detailed forecast by channel.

Since the onset of the COVID-19 pandemic, Australia's foodservice industry has been forced to shift and adapt to accumulating challenges. Though the peak of the pandemic has passed, a hangover of supply chain issues, worker shortages and rising costs persist. These interconnected issues have impacted all stakeholders, with new obstacles creating both roadblocks and opportunities for business.

OVER **1.8 MILLION AUSTRALIANS** ARE EMPLOYED IN **FOOD RELATED INDUSTRIES** – MORE THAN IN ANY OTHER INDUSTRY



PRODUCER



MANUFACTURING



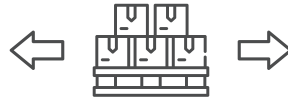
DISTRIBUTION



HOSPITALITY + RETAILING



AUSTRALIAN FOOD & BEVERAGE EXPORTS EXCEED IMPORTS BY AROUND **50%**



AUSTRALIA'S AGRICULTURAL EXPORTS SET TO HIT A RECORD

\$65B

IN VALUE IN 2024-25



AS OF JULY 2024, AUSTRALIA HAS **81,500** FOODSERVICE OUTLETS

AUSTRALIA HAS



59,000 + 22,500

COMMERCIAL INSTITUTIONAL FOODSERVICE OUTLETS

THE **TOP 3** MOST POPULAR CUISINES WHEN DINING OUT IN AUSTRALIA ARE



47%

24%

23%

MODERN AUSTRALIAN

CHINESE

ITALIAN

WOOLWORTHS HAS ACQUIRED PFD FOODSERVICES.



THE MOVE INCREASES WOOLWORTHS' 33% SHARE OF THE TOTAL FOOD AND GROCERY MARKET BY BETWEEN 1-3%.

TOTAL SIZE OF THE FOODSERVICE MARKET IN AUSTRALIA



\$29B AUD

AT WHOLESALE LEVEL



\$67B AUD

AT CONSUMER LEVEL

About **3.2%** of the Global Market



ON AVERAGE AN OUTLET SERVES **300 MEALS PER DAY**



22M MEALS SERVED PER DAY AND **8B** EVERY YEAR

FUTURE MENUS A FOODSERVICE INDUSTRY TRENDS



FLAVOUR SHOCK



LOCAL ABUNDANCE



LOW-WASTE MENU



FEEL-GOOD FOOD



THE NEW SHARING



PLANT-POWERED PROTEIN



MODERNISED COMFORT FOOD



IRRESISTIBLE VEGETABLES

AUSTRALIANS HAVE MADE EATING OUT A WAY OF LIFE



WE DRINK **35M CUPS OF COFFEE** P/A OUT OF HOME. CAPPUCCINO BEING THE MOST POPULAR, ALONG WITH **13M CUPS OF TEA**.



78%

OF ALL AUSTRALIANS REGULARLY EAT OUT FOR BREAKFAST, BRUNCH, LUNCH, DINNER & SNACK MEALS

THE FOODSERVICE DOLLAR



In 1960, this figure was 12 cents



AUSTRALIAN FOODSERVICE ADVOCACY BODY

Contact Tony Green
tony@ausfab.org
to purchase your copy of the **State of Play Report 2024**.
www.ausfab.org