

United States Restaurant Management Market By Hotel Type (Economy Hotels, Luxury Hotels, Midscale Hotels), By Deployment (Cloud-based, On-premises), By Solution (Labor Management Software, Inventory/Supplies Management, Point-of-Sale (POS) Systems, Kitchen/Food Preparation Area Technology, Equipment), By End-use (Restaurant, Hospitality, Institutional, Others), By Region, Competition, Forecast and Opportunities, 2019-2029F

<https://marketpublishers.com/r/U192A4240D11EN.html>

Date: October 2024

Pages: 86

Price: US\$ 3,500.00 (Single User License)

ID: U192A4240D11EN

Abstracts

United States Restaurant Management Market was valued at USD 14.8 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 13.2% through 2029. The United States restaurant management market is characterized by a dynamic landscape driven by technological advancements and evolving consumer preferences. Restaurant management solutions encompass a range of software and services designed to streamline operations, enhance efficiency, and improve overall profitability for foodservice establishments. Key trends include the adoption of cloud-based management systems that offer real-time analytics, inventory management, and staff scheduling capabilities. These technologies enable restaurant owners and managers to optimize inventory levels, reduce waste, and enhance customer experiences through personalized service and efficient order processing. Moreover, the market is witnessing increased integration of mobile apps and digital platforms for online ordering, reservations, and loyalty programs, catering to the growing demand for convenience and digital engagement among diners. As the industry continues to embrace innovation and data-driven insights, restaurant management solutions are poised to play a pivotal role in shaping the future of dining experiences and operational

efficiency across the United States.

Key Market Drivers

Technological Advancements and Digital Transformation

Technological advancements are revolutionizing restaurant management in the United States, driving efficiency, improving customer experiences, and optimizing operations. The integration of advanced point-of-sale (POS) systems, cloud-based software solutions, and mobile applications enables restaurant operators to streamline order processing, inventory management, and staff scheduling. These technologies provide real-time analytics and actionable insights, empowering decision-makers to make informed choices that enhance profitability and operational efficiency. Moreover, digital transformation has facilitated the implementation of contactless dining experiences, online ordering platforms, and integrated payment solutions, catering to evolving consumer preferences for convenience and digital engagement. By leveraging technology, restaurants can improve service speed, reduce errors, and personalize customer interactions, thereby fostering loyalty and satisfaction. As technology continues to evolve, with innovations in AI-driven analytics, machine learning for predictive ordering, and IoT (Internet of Things) for smart kitchens, the United States restaurant management market is poised for further growth and innovation in optimizing operations and enhancing the dining experience.

Shift Towards Data-Driven Decision Making

The adoption of data-driven decision-making processes is another significant driver shaping the U.S. restaurant management market. Restaurants are increasingly leveraging data analytics to gain actionable insights into customer preferences, purchasing behaviors, and operational performance. By analyzing customer data from POS systems, online platforms, and loyalty programs, restaurants can tailor menu offerings, pricing strategies, and marketing campaigns to meet consumer demand effectively. Furthermore, data analytics enable restaurants to optimize inventory levels, minimize waste, and forecast demand accurately, leading to improved cost management and profitability. The ability to access real-time performance metrics and benchmark against industry standards allows restaurant operators to identify opportunities for improvement and make proactive adjustments to enhance operational efficiency and financial performance. As the importance of data-driven insights continues to grow, driven by advancements in analytics tools and platforms, restaurants in the United States are poised to leverage data as a strategic asset to drive growth,

innovation, and competitive advantage in a dynamic market landscape.

Emphasis on Operational Efficiency and Cost Management

Operational efficiency and cost management remain critical drivers influencing the U.S. restaurant management market. Restaurants face pressure to optimize resources, streamline workflows, and reduce operational costs while maintaining high standards of food quality and service. Implementing efficient kitchen management systems, inventory control processes, and staff training programs are essential to maximizing productivity and minimizing waste. Moreover, technology-enabled solutions such as automated scheduling software, inventory tracking systems, and energy-efficient kitchen equipment help restaurants achieve operational efficiencies and control expenses. Effective cost management strategies, including negotiating supplier contracts, optimizing menu pricing, and implementing sustainable practices, contribute to profitability and sustainability in a competitive market environment. As restaurants continue to navigate economic challenges and evolving consumer expectations, the focus on operational efficiency and cost-effective practices is paramount to achieving long-term success and profitability in the U.S. restaurant management industry.

Regulatory Compliance and Industry Standards

Regulatory compliance and adherence to industry standards are fundamental drivers shaping the U.S. restaurant management market. Restaurants must navigate a complex landscape of health, safety, labor, and environmental regulations to ensure legal compliance and maintain operational integrity. Compliance with food safety standards, sanitation protocols, and labor laws is crucial to protecting public health, mitigating risks, and avoiding regulatory penalties. Additionally, restaurants are increasingly adopting sustainable practices, including waste reduction, energy conservation, and sourcing ethical ingredients, in response to consumer demand and regulatory expectations. Meeting industry standards and certifications, such as ServSafe for food safety training and LEED certification for sustainable building practices, demonstrates commitment to quality, safety, and environmental responsibility. As regulations evolve and consumer expectations for transparency and sustainability grow, restaurants in the United States must proactively adapt and innovate to uphold compliance, build trust with stakeholders, and sustain long-term success in a competitive marketplace.

Key Market Challenges

Labor Shortages and High Turnover Rates

One of the most pressing challenges facing the U.S. restaurant management market is the persistent issue of labor shortages and high turnover rates within the industry. Restaurants across the country struggle to attract and retain skilled employees, including chefs, cooks, servers, bartenders, and managerial staff. The labor shortage is exacerbated by various factors, including demographic shifts, evolving workforce preferences, and competition from other industries offering more attractive compensation packages and work-life balance.

High turnover rates further compound the challenge, requiring restaurants to invest significant resources in recruiting, hiring, and training new employees on a continual basis. This not only adds to operational costs but also disrupts workflow, impacts service quality, and affects overall customer satisfaction. Moreover, the seasonal nature of the restaurant industry and the prevalence of part-time employment further contribute to instability in staffing levels, making it challenging for restaurants to maintain consistent service standards and operational efficiency throughout the year. Addressing labor shortages and turnover requires multifaceted strategies that encompass competitive wages, benefits packages, and opportunities for career advancement. Restaurants may also implement innovative recruitment tactics, such as partnering with culinary schools, offering apprenticeship programs, and providing ongoing training and development to attract and retain talent. Improving workplace culture, fostering a positive work environment, and prioritizing employee well-being are essential to enhancing retention rates and reducing turnover.

Rising Operating Costs and Margin Pressures

Another significant challenge confronting the U.S. restaurant management market is the escalation of operating costs and the resulting margin pressures faced by establishments. Restaurants contend with increasing expenses across multiple fronts, including labor, food and beverage costs, rent or lease payments, utilities, and regulatory compliance. The rising minimum wage in various states and cities, coupled with healthcare costs and insurance premiums, significantly impact labor expenses, placing strain on profit margins. Moreover, fluctuations in commodity prices and supply chain disruptions can lead to volatility in food and beverage costs, affecting overall profitability and pricing strategies.

In addition to direct operational costs, restaurants must navigate overhead expenses related to maintaining and upgrading equipment, marketing and advertising expenditures, and investments in technology and infrastructure. The competitive nature

of the restaurant industry often limits the ability of establishments to pass on increased costs to consumers through higher menu prices, as price sensitivity among diners remains a key consideration in dining decisions. As a result, restaurants face the challenge of balancing cost containment measures with maintaining quality standards and competitive pricing in a challenging economic environment. To mitigate rising operating costs and margin pressures, restaurants are adopting strategies to improve operational efficiency and optimize resource allocation. This includes leveraging data analytics to track and forecast expenses, negotiate favorable supplier contracts, and implement inventory management systems to minimize waste and improve inventory turnover. Embracing sustainable practices, such as reducing energy consumption and waste generation, not only supports cost savings but also aligns with consumer preferences for environmentally responsible dining options.

Changing Consumer Preferences and Dining Trends

The U.S. restaurant management market faces ongoing challenges related to shifting consumer preferences and evolving dining trends. Today's consumers are increasingly health-conscious, socially conscious, and tech-savvy, influencing their dining choices and expectations. There is a growing demand for healthier menu options, locally sourced ingredients, organic and sustainable practices, and transparency in food sourcing and preparation methods. Restaurants must adapt to these preferences by offering diverse and customizable menu options that cater to dietary restrictions and preferences, such as vegan, gluten-free, and allergen-friendly choices. Consumer behavior is increasingly influenced by digital trends, including the rise of online food delivery platforms, mobile ordering apps, and social media marketing. The convenience of ordering food online for delivery or takeout has reshaped dining habits, leading to increased competition from delivery-only kitchens and virtual restaurants. Restaurants must optimize their digital presence, invest in user-friendly online ordering systems, and maintain active engagement on social media to attract and retain customers in a competitive landscape.

The COVID-19 pandemic has accelerated certain dining trends, such as the adoption of contactless dining experiences, outdoor dining spaces, and hybrid models that combine in-person dining with virtual dining options. Restaurants must remain agile and responsive to changing health and safety regulations, customer preferences for dining formats, and expectations for cleanliness and hygiene standards.

To address these challenges, restaurants are adopting strategies that focus on innovation, flexibility, and customer-centricity. This includes menu innovation and

seasonal offerings that align with current health and wellness trends, implementing sustainable practices in sourcing and operations, and leveraging technology to enhance customer engagement and operational efficiency. Collaborating with local suppliers, farmers, and community partners to support sustainable and ethical practices can also resonate positively with environmentally and socially conscious consumers. Gathering and analyzing customer feedback through surveys, reviews, and social media platforms can provide valuable insights into evolving preferences and opportunities for improvement. By staying attuned to changing consumer behaviors and market trends, restaurants can adapt their strategies and offerings to meet the evolving demands of the U.S. restaurant management market effectively.

Key Market Trends

Embrace of Technology in Operations

The restaurant management landscape in the United States is increasingly shaped by technological advancements aimed at enhancing efficiency and customer experience. One significant trend is the adoption of integrated management systems that streamline operations from ordering to inventory management and customer service. These systems leverage cloud computing to provide real-time data accessibility across multiple locations, allowing managers to monitor performance metrics and make informed decisions promptly.

The rise of artificial intelligence (AI) and machine learning (ML) has revolutionized predictive analytics in restaurant management. AI-powered algorithms analyze past sales data, weather forecasts, and local events to optimize inventory levels and staffing, thereby reducing waste and improving profitability. For instance, AI-driven scheduling software adjusts staffing levels based on historical foot traffic patterns, ensuring optimal service levels during peak hours while minimizing labor costs. The integration of mobile applications and digital payment solutions has transformed customer interactions. Mobile ordering apps not only offer convenience but also gather valuable data on consumer preferences and behavior, enabling personalized marketing campaigns and loyalty programs. Virtual tabletop ordering systems further enhance dining experiences by allowing patrons to browse menus, place orders, and pay from their smartphones, reducing wait times and increasing table turnover.

As the industry embraces technology, cybersecurity measures have become paramount. Restaurant management systems handle vast amounts of sensitive data, including payment information and employee records, making them attractive targets for

cyberattacks. Consequently, robust cybersecurity protocols and compliance with data protection regulations are crucial to safeguarding customer trust and operational integrity.

Focus on Sustainability and Environmental Responsibility

In response to growing consumer demand for environmentally sustainable practices, restaurant management in the United States is embracing strategies to minimize environmental impact throughout the supply chain. This trend encompasses various initiatives, from sourcing local and organic ingredients to reducing food waste and implementing energy-efficient practices. One prominent strategy is the adoption of sustainable sourcing practices. Restaurants are increasingly partnering with local farmers and suppliers who prioritize eco-friendly farming methods and reduce transportation-related carbon emissions. This not only supports local economies but also appeals to environmentally conscious consumers seeking transparency and ethical food production.

The emphasis on reducing food waste has gained traction within the industry. Restaurant management teams are implementing strategies such as portion control, menu engineering to utilize ingredients efficiently, and partnering with food rescue organizations to donate surplus food. Technology plays a crucial role in these efforts, with AI-powered inventory management systems helping predict demand and optimize purchasing to minimize overstocking and food spoilage. Energy-efficient practices are also becoming standard in restaurant operations. From energy-efficient appliances to LED lighting and smart HVAC systems, these investments not only lower utility costs but also demonstrate a commitment to sustainability. Some restaurants are even adopting renewable energy sources such as solar panels to further reduce their carbon footprint and enhance their brand's environmental stewardship.

Consumer-facing initiatives like eco-friendly packaging and reusable dining utensils are becoming increasingly prevalent. Restaurants are phasing out single-use plastics in favor of biodegradable or recyclable alternatives, responding to consumer preferences for sustainable dining options. These initiatives not only align with regulatory trends promoting environmental responsibility but also enhance brand reputation and customer loyalty.

Rise of Ghost Kitchens and Virtual Brands

The concept of ghost kitchens, also known as virtual kitchens or dark kitchens, is

revolutionizing the restaurant industry in the United States. These kitchens operate without traditional dine-in spaces, focusing exclusively on delivery and takeout orders facilitated through online platforms and third-party delivery services. This trend has been accelerated by shifts in consumer behavior towards convenience and the increasing popularity of food delivery apps. Ghost kitchens offer several advantages to restaurant management. They minimize overhead costs associated with physical dining spaces, such as rent, utilities, and staffing for front-of-house operations. This allows for greater flexibility in menu experimentation and operational scalability, as kitchens can serve multiple virtual brands from the same location without the constraints of traditional dining service.

Virtual brands are emerging as a strategic opportunity within ghost kitchens. These brands leverage existing kitchen infrastructure to launch new culinary concepts and menus tailored to specific consumer preferences or market niches. By leveraging data analytics and consumer insights, restaurant operators can create virtual brands that resonate with target demographics, thereby maximizing revenue potential and market penetration. The rise of ghost kitchens also intersects with the gig economy, as many delivery drivers and couriers rely on platforms like Uber Eats, DoorDash, and Grubhub to fulfill orders from these virtual establishments. This symbiotic relationship between ghost kitchens and delivery services has reshaped the dynamics of restaurant management, emphasizing logistics efficiency and customer satisfaction through timely deliveries and quality food experiences.

However, challenges such as maintaining food quality and brand consistency across virtual brands remain significant considerations for restaurant management. Establishing robust operational processes, leveraging technology for order management and inventory control, and ensuring stringent food safety standards are essential to mitigate these challenges and sustain long-term success in the virtual kitchen space.

Enhanced Focus on Employee Well-being and Development

Restaurant management in the United States is increasingly prioritizing employee well-being and professional development as key drivers of operational success and retention. This trend reflects a growing recognition of the integral role that motivated and skilled staff play in delivering exceptional dining experiences and maintaining sustainable business growth. One significant aspect of this trend is the implementation of comprehensive employee wellness programs. Restaurants are investing in initiatives that promote physical health, mental well-being, and work-life balance among staff members. These programs may include access to fitness facilities, counseling services,

flexible scheduling options, and mindfulness training to support employees in managing stress and maintaining optimal performance levels.

Professional development opportunities are becoming central to employee engagement and retention strategies. Restaurant management teams are investing in training programs that equip staff with technical skills, leadership capabilities, and industry certifications. By fostering a culture of continuous learning and career advancement, restaurants not only attract top talent but also cultivate a motivated workforce committed to delivering exceptional service and driving operational excellence. Efforts to improve workplace culture and diversity are gaining momentum within the industry. Restaurants are implementing inclusive hiring practices, promoting diversity in leadership roles, and creating supportive environments where employees from diverse backgrounds feel valued and empowered. These initiatives not only enhance organizational resilience and innovation but also foster a sense of belonging among staff, ultimately contributing to higher employee satisfaction and lower turnover rates.

Evolution of Customer Experience Strategies

The United States restaurant management landscape is witnessing a paradigm shift in customer experience strategies, driven by changing consumer preferences and technological advancements. Restaurants are increasingly focusing on personalized dining experiences, omnichannel engagement, and digital innovation to enhance customer satisfaction, loyalty, and profitability. Personalization has emerged as a cornerstone of effective customer experience management. Restaurants are leveraging data analytics and customer relationship management (CRM) systems to capture and analyze customer preferences, dining habits, and feedback. This data-driven approach enables personalized marketing campaigns, menu recommendations, and loyalty programs tailored to individual tastes and preferences, thereby fostering deeper connections and enhancing customer retention.

Omnichannel engagement has become essential in reaching and engaging consumers across multiple touchpoints. Restaurants are integrating online ordering platforms, mobile apps, social media channels, and in-store experiences to create seamless and cohesive customer journeys. This omnichannel approach not only enhances convenience and accessibility but also allows for consistent brand messaging and service delivery across diverse platforms. Digital innovation continues to redefine customer interactions in the restaurant industry. From interactive menu boards and tabletop tablets for ordering and payment to augmented reality (AR) experiences and virtual reality (VR) dining simulations, restaurants are leveraging technology to captivate

and engage customers in immersive dining experiences. These innovations not only differentiate brands in a competitive market but also drive customer curiosity and satisfaction.

Segmental Insights

Deployment Insights

The Cloud-based deployment segment emerged as the dominant force in the United States restaurant management market and is poised to maintain its leadership during the forecast period. Cloud-based restaurant management systems offer unparalleled flexibility, scalability, and accessibility, making them highly attractive to a diverse range of establishments, from small cafes to large restaurant chains. These systems enable real-time data management, inventory tracking, menu customization, and seamless integration with third-party platforms such as online ordering and payment systems. The scalability of cloud solutions allows restaurants to easily expand operations, add new locations, and adjust resources according to fluctuating demand, all while minimizing upfront infrastructure costs. Furthermore, cloud-based systems facilitate remote management capabilities, enabling restaurant owners and managers to monitor performance metrics, analyze trends, and make data-driven decisions from anywhere with internet access. This agility and efficiency are crucial in a dynamic industry where responsiveness to market changes and customer preferences is paramount. As technology continues to evolve and cybersecurity measures improve, the adoption of cloud-based solutions is expected to accelerate further, driven by the need for enhanced operational efficiency, cost-effectiveness, and competitive advantage. Thus, the Cloud-based deployment segment stands poised to maintain its dominance in the United States restaurant management market, offering robust solutions that empower restaurants to thrive in a digital-first era.

End-use Insights

The Restaurant segment emerged as the dominant force in the United States restaurant management market and is expected to maintain its leadership during the forecast period. This segment encompasses a wide range of dining establishments, including quick-service restaurants (QSRs), casual dining, fine dining, cafes, and specialty eateries. Restaurants play a pivotal role in the hospitality industry by offering diverse culinary experiences tailored to consumer preferences, from fast-paced meals to gourmet dining. Key factors contributing to the dominance of the Restaurant segment include the vibrant dining culture in the United States, where eating out is a popular

social activity and dining trends continually evolve. Moreover, restaurants benefit from ongoing innovations in technology, such as digital ordering platforms, mobile payment systems, and customer relationship management (CRM) tools, which enhance operational efficiency and customer engagement. The competitive landscape within the restaurant industry drives continuous improvement in service quality, menu innovation, and operational excellence, positioning restaurants to attract and retain patrons amidst changing market dynamics. Additionally, the growing consumer demand for convenience, personalized dining experiences, and healthier food options underscores the importance of effective restaurant management strategies. With an emphasis on culinary creativity, customer satisfaction, and profitability, the Restaurant segment is poised to maintain its dominant position in the United States restaurant management market. As dining habits evolve and consumer expectations continue to rise, restaurants that leverage technology, embrace sustainability, and prioritize customer-centric strategies will thrive in this competitive landscape, driving growth and innovation across the industry.

Regional Insights

The South region emerged as the dominant force in the United States restaurant management market and is expected to maintain its leadership during the forecast period. Comprising states such as Texas, Florida, Georgia, and others, the South region boasts a diverse culinary landscape that reflects a blend of traditional Southern cuisine, international influences, and innovative dining trends. The region's dominance can be attributed to several key factors. Firstly, the South is home to a burgeoning population with a strong affinity for dining out, supported by a robust tourism industry that attracts visitors seeking authentic culinary experiences. This demographic diversity fosters a vibrant restaurant scene ranging from beloved local diners and BBQ joints to upscale dining establishments and trendy eateries. Secondly, the South's favorable business environment and lower cost of living compared to coastal regions attract restaurateurs and hospitality entrepreneurs, contributing to a thriving restaurant market. Moreover, the region's geographic expanse and economic diversity ensure a steady demand for dining options across urban centers, suburban communities, and rural areas alike. Additionally, the South's rich agricultural resources support a farm-to-table movement that emphasizes fresh, locally sourced ingredients, aligning with consumer preferences for sustainable and health-conscious dining choices. As the restaurant management landscape evolves, technological advancements in digital marketing, online ordering, and customer relationship management are increasingly adopted by South-based establishments to enhance operational efficiency and customer engagement.

Key Market Players

Clover Network, LLC

Fishbowl Inc.

Fourth Enterprises LLC.

HP Development Company, L.P

Jolt Software, Inc.

Lightspeed Commerce Inc.

OpenTable, Inc.

Oracle Corporation

Revel Systems Inc.

Square Capital, LLC

Report Scope:

In this report, the United States Restaurant Management Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Restaurant Management Market, By Hotel Type:

Economy Hotels

Luxury Hotels

Midscale Hotels

United States Restaurant Management Market, By Deployment:

Cloud-based

On-premises

United States Restaurant Management Market, By End-user:

Restaurant

Hospitality

Institutional

Others

United States Restaurant Management Market, By Solution:

Labor Management Software

Inventory/Supplies Management

Point-of-Sale (POS) Systems

Kitchen/Food Preparation Area Technology

Equipment

United States Restaurant Management Market, By Region:

South US

Midwest US

North-East US

West US

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Restaurant Management Market.

Available Customizations:

United States Restaurant Management Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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