



yelp 

The Food & Dining Trends of 2022

There are 23 days until the start of 2022. Are you ready? As the go-to guide for all things local, we know you are constantly searching Yelp for the answer to the eternal question “What should I order?” Today, we are thrilled to present our 2022 Food Trend Forecast, a look at the dining trends you need to know because we know you’ve got enough on your plate (pun intended).

So what will everyone be eating and drinking next year? In 2022, dining out will look back to find its future by reinventing classic drinks, finding new takes on comfort foods and embracing how a year of work from home has changed diner habits.

In order to predict a whole year’s worth of trends, Yelp’s data science team analyzed millions of reviews to find the words and phrases that were rising significantly between 2020 and 2021 across food, beauty and home. Finally, we consulted with Yelp Trend Expert Tara Lewis to zero in on what to watch for the year ahead.



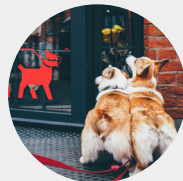
The Trends



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Food



Food Trends: What's on the Menu

Macadamia Pancakes

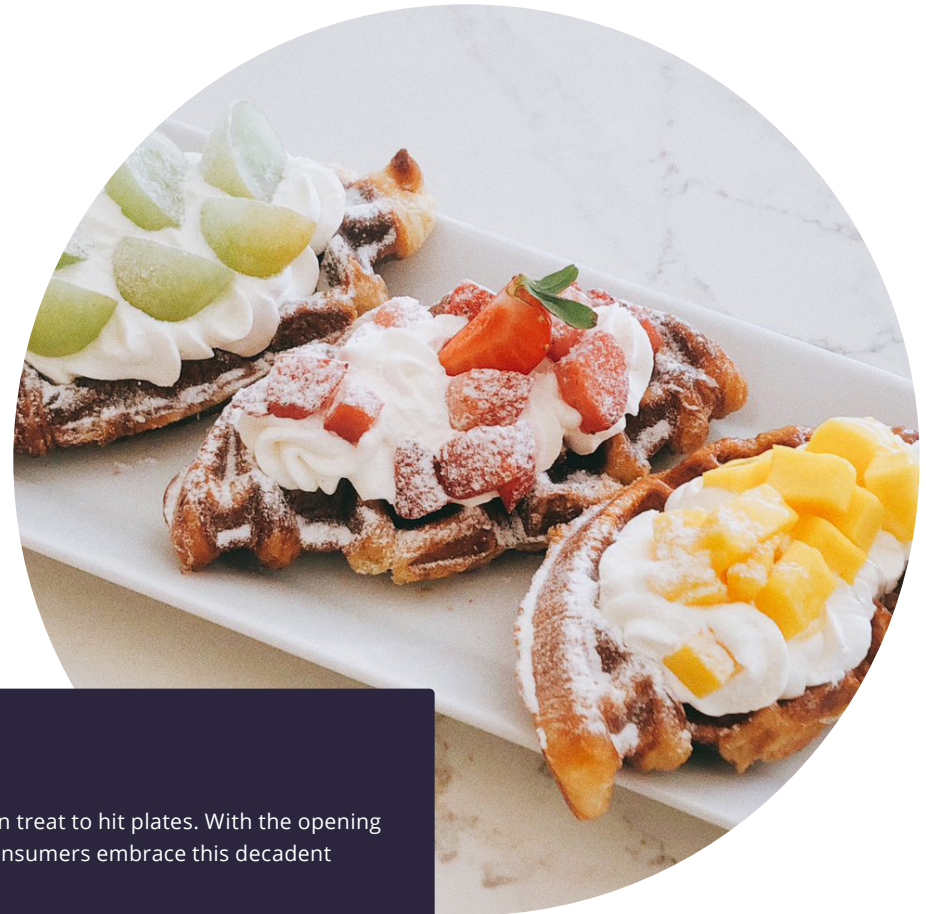
Breakfast and brunch are always on-trend and macadamia pancakes are next year's must-have morning dish. Macadamia pancakes bring the flavors of Hawaii, a popular 2021 travel destination, to tables, no matter where in the world you're dining.

› Searches for macadamia pancakes are up **613%**.

Egg Bread

In 2020, many consumers spent time [baking their own bread](#) but in the year ahead, consumers will return to their local bakeries to pick up loaves of egg bread, like brioche and challah.

› Searches for egg bread are up **457%**.



Croffle

A croissant-waffle hybrid, the croffle is the latest South Korean treat to hit plates. With the opening of restaurants like New York's [Croffle House](#), expect to see consumers embrace this decadent breakfast treat with their favorite sweet and savory toppings.

› Searches for croffles are up **1,505%**.

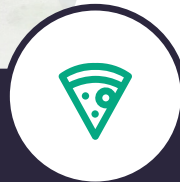
Food Trends: What's on the Menu



Malasada

This year, we expect malasadas, a Portuguese deep fried dessert that are much beloved in Hawaii, to shake up the dessert scene. In the year ahead, dessert lovers will let malasadas win them over with every bite.

› Searches for malasada are up **130%**.



Blonde Pizza

There are few things Yelpers love more than pizza. In 2021, Detroit-style pizza was king, and in 2022, we expect blonde pizza, often referred to as white pizza, to reign supreme. This tomato-less pizza offers a fresh alternative to traditional pizza choices.

› Searches for blonde pizza are up **953%**.

Food Trends: What's on the Menu

Pizza Cones

If blonde pizza isn't your speed, 2022 also promises a new take on pizza – the pizza cone. Pizza cones take the typical pizza slice structure and turns it into a delicious hand-held treat, stuffing the inside with fillings of your choice.

> Searches for pizza cones are up **51%**.



Calic Bread

If you love garlic, cheese and sourdough bread then calic bread, this viral Korean culinary trend, is a food fantasy come true.

> Searches for calic bread are up **1,269%**.



Drinks

Drink Trends: Raise a Glass

Negronis

Many may remember the [summer](#) of the aperol spritz. In the year ahead, consumers can expect to familiarize themselves with another classic Italian cocktail – the Negroni.

› Searches are up **49%** for one of next year's must-order cocktails.

Beer Flights

If 2021 was the year of the [hard seltzer](#), 2022 is poised to welcome a return to traditional beer flavors and beer samplers. Yelpers are exploring beer flights at spots like [Drekker Brewing](#).

› Searches are up **68%** for beer flights.



Espresso Martini

The '90s are back, as many embrace this retro coffee cocktail. Originally made famous by bartenders at London's Soho Brasserie, the espresso martini has been reinvented by bartenders at restaurants like Austin's [Devil May Care](#) and Miami's [Chug](#) for a new generation of diners to sip.

Searches are up **114%** for this now-iconic drink, **which we predicted would have a big summer**, often garnished with espresso beans.

Industry

35 cm



Industry Trends: The New Dining Out Scene

Pups are Welcome

Interest in pets was up this year and that extended to dining out with man's best friend. Searches for restaurants who allow furry-friends are up **114%**. Yelpers are also looking for great patios and sidewalk cafes to dine out with their pups as searches for outdoor seating are up **50%**.

As cities embrace outdoor dining and move to make it permanent, expect to see diners and restaurants turn to pet-friendly experiences in 2022.



Return of the Sports Bar

The pandemic has left many working from home and craving shared experiences, like the experience of watching a beloved team at a local bar. Sports bars have deftly adapted to dining restrictions, adding televisions outdoors, expanding to parklets and implementing game-specific time restrictions, but the sports bar industry did not make it out of COVID untouched. Many beloved spots shuttered, leaving fans to look for new go-to pubs to cheer their favorite teams.

Whether you love football or soccer, we expect fans to continue to explore their neighborhoods to find their new local favorite.

› **Searches for Seahawks bars were up 246%, Premier League bars 248% and Red Sox bars a whopping 1,799%!**



Industry Trends: The New Dining Out Scene

Dining Anytime

Work-from-anywhere philosophies may also be driving shifts to traditional meal times as diners are no longer tied to the traditional 9-5 office schedule. Searches for “Good for Brunch” and “Good for Late Night” were up, **73%** and **74%** respectively. Similarly, searches for “open now” were up 50% as people embrace spontaneity in their dining out plans.

In the year ahead, look for diners to continue to take control of their work and dining schedules.



WiFi with that Coffee

Yelpers continue to embrace work from home and working from their local coffee shop for a change of scenery. Searches for cafes to work in were up **444%**, compared to the same period last year.

Industry Trends: The New Dining Out Scene

Waiting is so 2019

After a year of takeout and curbside pickup, expect consumers to return to in-restaurant dining with enthusiasm in 2022. Searches for restaurant reservations are up **134%** and searches for online waitlists, like Yelp Waitlist, are up **82%**, suggesting that consumers are once again making plans to dine out without sacrificing convenience. Digital waitlists and reservations help consumers minimize wait times at restaurants to get to a delicious meal sooner.

Consumers are also craving high-end dining experiences, with searches for \$\$\$\$ (meals are \$61+ per diner) restaurants up **58%** and \$\$\$ (meals are \$31-60 per diner) up **51%**.



Ghost Kitchens

Virtual restaurants, ghost kitchens, digital kitchens, delivery-only concepts — whatever you call them — have thrived during the pandemic, with [food delivery services](#) opening well above pre-pandemic levels. Yelp's new [Virtual Kitchens](#) attribute helps consumers discover great local delivery-only concepts.

Ghost kitchens, like Goop's [Goop Kitchen](#), have proven popular among consumers and we expect consumers to continue to support these new restaurants. In fact, searches for Ghost Kitchens are up **325%**.

What trends are you excited to try in 2022? Tell us on Twitter, Facebook, Instagram and TikTok [@yelp!](#)

Methodology

To gather an understanding of trending topics, Yelp's data science team identified trends within search text by measuring the frequency of certain phrases related to restaurants, food, and beauty searched for by Yelp users. In addition, further curation of the terms evaluated was performed with the expertise of Yelp Trend Expert Tara Lewis. To understand how the search volume of these terms changed over time, we compared the frequency of the phrases against their frequencies from prior periods:

YTD stats comparing January - October 2021 to January - October 2020
Year over year stats comparing October 2021 to October 2020
One Month changes compare October 2021 to September 2021
Two Month changes compare October 2021 to August 2021

We evaluated the above to find existing trends and emerging trends expected to continue into 2022.

Business Features

Search filters embody consumer preferences and needs. Examining the use of filters over time can not only allow better understanding of consumer expectations for businesses but also can reveal the shift in their lifestyles. By comparing the filter usage year-to-date against the same period in 2020 (Jan-Oct 2021 vs. Jan-Oct 2020), we are able to gain insight into the changing consumer preferences on a macro level.

Through a careful examination of the quantitative data fused with the field knowledge of Yelp Trend Expert Tara Lewis, we anticipate the consumers to have continuously increasing demand for listed business features.



What trends are you excited to try?

Tell us what you think on Twitter, Facebook,
and Instagram [@Yelp!](#)

