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## Ufficio stampa / Press office

### Host 2025 unveils the new out-of-home trends: a rapid evolution between innovation and conviviality

- A survey conducted by CSA Research and promoted by Fiera Milano and HostMilano plans to interview 8,000 respondents in 7 countries and territories on out-of-home habits
- The research outlined a rapidly changing industry, where operators should combine food quality with design, technology and experientiality
- Consumers are increasingly aware and looking for an engaging experience, but also impulsive and in search for reassurance
- Moreover, a strong need emerges to experience eating out as a moment of communication and sharing with others: out of the total global sample, more than a third (37%) eat out mainly for leisure and almost half (45.1%) spend more than an hour at the table

*Milan-Dubai, 6 November 2024* – The international experience of ‘eating out’ is changing rapidly. In some cases, **even faster than innovation itself**, making the adoption of **new formats and technologies** increasingly essential to the success of an out-of-home business.

These are the main findings from the preview of a research ***Eating Out. A Global Survey on Attitudes and Behaviors***, conducted by **CSA Research** and promoted by **Fiera Milano and HostMilano**, the world’s leading event for innovation in hospitality, out-of-home and retail. The survey involved a sample of **8,000 respondents** from Italy, the Middle East, Spain, France, Germany, the UK and the US, exploring current and future trends.

The results outline an increasingly diverse, changing and multifaceted experience, characterised by a **surge in experientiality** driven by **new consumer opportunities**. Supply and demand are developing together, in **new customer-centric formats** revolving around a consumer who is **increasingly aware** and looking for **an engaging experience**, but also **more impulsive** and seeking **greater reassurance**. Eating out is also seen as an opportunity to **interact with others** and there is a strong need to **communicate across the board**.

In response, operators focus on **hyper-localization** (e.g. with local ingredients), **scalable formats**, **immersive layouts** and **innovative technologies**.

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### Italy vs GCC: a comparison between two worlds

Elements of particular interest emerge in the preview, that presents a focus on GCC countries, from the comparison between **Italy**, a country that combines innovation with a deep-rooted **food and wine tradition**, and the **two main GCC markets**, an area distinguished by its focus on more contemporary developments.

Interestingly, when choosing a venue, Italians are guided more **by the menu (27.7 percent)** and the **taste of the ingredients (27.3 percent)**, while **attention to service** stands out in the **UAE (18.8 percent)** and, especially, in **Saudi Arabia (22 percent)**.

A shared priority is the preference for **local and seasonal products**, emphasized by **73.6 percent of Italians, 73.2 percent of Emiratis**, and **69.3 percent of Saudis**. On the other hand, **innovative processing techniques**, such as molecular cooking and low-temperature or vacuum cooking, carry much more weight in the GCC countries: they are judged important by **57.6 percent in the UAE** and **61.7 percent in Saudi Arabia**, while in Italy, reflecting the strong influence of tradition, they are so for **only 24.5 percent**.

### Personal relationship vs. trust in certifications

Consistent with this finding, **sustainability** also seems to carry more weight in the Gulf countries: it is an important factor of choice for **66 percent of respondents in the Emirates** and **61.3 percent in Saudi Arabia**, compared to **37.4 percent in Italy**. As a result, holding a certification is relevant to as many as **82.7 percent of Saudis** and **75.6 percent of Emiratis**, but only to **38.3 percent of Italians**.

This finding is probably related to the fact that Italians eat much more often in **independent, often family-owned restaurants (86.5 percent)** than in chains (**13.5 percent**). As a result, they place more importance on the **personal relationship with the restaurateur** than on standards in order to feel reassured about quality. In particular, Italians most often choose **pizzerias (28.4 percent)**, **bars and diners (20 percent)**, and **home-style restaurants (16.7 percent)** to eat out.

By contrast, attendance of the two types is more balanced in GCC countries: it is divided between **independents at 64.4 percent** and **chains at 35.6 percent** in the **UAE**, and between a **57 percent independent** and **43 percent chain** in Saudi Arabia. In detail, **Emiratis** prefer to eat in, in order, in **fast-food restaurants (18.4 percent)**, **home-style restaurants (16.7 percent)** and **pizzerias (16.4 percent)**, while **Saudis** opt for **fast-food restaurants (26 percent)**, **pizzerias (20 percent)** and **home-style restaurants (13.7 percent)**. Therefore, there's a higher share of venues with **standardized processes** that are more prone to the need for certifications to ensure quality.

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**Eating out to communicate and share**

Beyond cooking styles and venue formats, a cross-cutting factor seems to be seeing the out-of-home as an opportunity **to be with others and communicate across the board. More than one-third (37 percent)** of the total global sample eat out primarily for **leisure** and **nearly half (45.1 percent)** spend **more than an hour** at the table.

The comparison between Italy and the GCC is significant in this area as well. In fact, while it is very important for Italians to eat out **with friends too (24.2% in Italy versus 4.4% in the Emirates and 5.3% in Saudi Arabia)**, this is mostly experienced **with family** in the Gulf countries (**42% in Saudi Arabia and 32.8% in the UAE**), though eating out with family remains important for **Italians as well (31.7%)**.

Tomorrow's venues thus seem to be increasingly shaping themselves as true **content providers**, carefully designed to combine **quality food** with **design, technology and multi-sensoriality**, to embrace the customer in **an immersive relational experience** in line with their lifestyle.

At **Host 2025**, the innovations the future of hospitality holds will be previewed not only along [the exhibition layout](#), but also in [a rich schedule of educational moments, events and competitions](#).

The 44<sup>th</sup> edition will be held **at fieramilano – Rho from 17 to 21 October 2025**.  
For updated info: [host.fieramilano.it](http://host.fieramilano.it), @HostMilano.

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