



Texas Foodservice Industry Overview - 2024

Size and Scope

- The TRA represents the state's **\$106 billion** foodservice industry, which encompasses more than **56,000 locations** and a workforce of over **1.4 million employees**.
- Restaurants are small businesses and a critical employer.
 - **91%** of Texas restaurants have fewer than 50 employees.
 - Together, they represent Texas' **largest private sector employer** (11% of the state's total employment).
 - Restaurants are also one of the most diverse industries, and a critical first and second-chance job creator. Across the US:
 - 41% of restaurant firms are owned by minorities – compared to 30% of businesses in the overall private sector.
 - 63% of adults have worked in the restaurant industry.
- Every \$1 spent in restaurants generates an additional \$2.35 to the state's economy.
- The restaurant industry also plays a critical role in our food supply, with restaurants representing **51% of the food dollar** in Texas.

State of the Industry

- Restaurants are a narrow margin business, with food, labor, and occupancy costs combining to account for roughly 70 cents of every dollar of sales during normal times.
- Set into motion by COVID-19, restaurants continue to face economic shock waves:
 - As of February 2024, **wholesale food prices are up 27.6% from pre-pandemic levels**.
 - Texas restaurant **wages have risen 13-25% in the past few years**, depending on the position and location.
 - The fees that restaurants and other small businesses pay to accept credit card payments have increased nearly 20% in the last year alone.
- Still, Texas restaurants are incredibly resilient. Our state is growing, and consumers continue to invest in experiences that deliver value and time-savings, creating long-term opportunity for restaurants. By 2030, Texas is projected to add an additional **225,000+ foodservice jobs**.