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2026 UPDATE

CAPTURING NEW OPPORTUNITIES IN SENIOR LIVING

BACKGROUND

Senior Living has emerged as a growth segment within foodservice, driven by aging Baby Boomers whose dining expectations are shaped by decades of restaurant culture and travel. All segments—from Independent to Assisted Living—now face the challenge of balancing hospitality with advancing healthcare needs. For suppliers, this market offers significant opportunity but increasing complexity as operators expand services and elevate food & beverage to attract residents. Leading providers are experimenting with flexible dining, interactive stations, pubs, themed meals, and even food trucks. To capture these dynamics, FSIP is launching an update to its 2022 study, delivering the intelligence suppliers need to navigate evolving expectations, make strategic decisions, and grow effectively in this sector.

COVERAGE

- **Opportunity assessment of sponsor categories**
- **In-depth trade interviews with decision makers**
- **Quantitative research with a representative sample**
- **Review of current trends shaping the segment**
- **Tailored assessment of study findings for each sponsor**

APPROACH

- **Existing data review:** thorough assessment of key industry information for deep contextual perspectives on market dynamics.
- **In-depth original research:** qualitative interviews with GPO, FSM and multi-unit Senior Living systems, plus a detailed survey of 300 healthcare executives in Senior Living, including self-op and FSM operated.
- **Strategic analysis:** robust PowerPoint report with clear implications and next-step guidance.

NEXT STEPS

To purchase FSIP's 2026 update of **Capturing New Opportunities in Senior Living** study, please complete the agreement on the following page or contact:

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SEGMENT SCOPE

- Independent Living
- Assisted Living and Skilled Nursing
- Long-Term Care (nursing homes)
- Short-Term Rehabilitation Centers
- Memory Care

KEY QUESTIONS ANSWERED

- How fast is Senior Living foodservice growing today, and what is the 5-year outlook?
- What has materially changed in Senior Living foodservice since 2022, and what has remained the same?
- Which Senior Living service models are growing fastest, and what is driving growth?
- How are meal patterns and dayparts evolving across Senior Living operations?
- How do operators select and approve foodservice brands and suppliers today, and how is that process changing?
- What are the top criteria used to evaluate and prioritize foodservice suppliers?
- Which supplier pain points/unmet needs do Senior Living operators experience most?
- What do best-in-class suppliers do to become preferred partners in this segment?
- How are nutrition standards, health regulations, and aging-related dietary needs shaping menus and purchasing?
- How much purchasing power is controlled by foodservice management firms and GPOs, and how must suppliers compete in this environment?

FSIP's RESEARCH ADVANTAGE

- Comprehensive analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic guidance tailored to your business needs

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Authentic strategic thinking.

PURCHASE AGREEMENT

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Capturing New Opportunities in Senior Living

YES, I'd like to purchase the study for $12,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to: Tim Powell at tpowell@foodserviceIP.com.

Thank you for your business!

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