

## Quick Service Restaurants - US - May 2019

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"Mintel forecasts the LSR (limited service restaurant) segment to grow 4.4% compounded annually through 2023. This growth rate is driven somewhat by fast casual restaurants, whose growth outpaces their QSR (quick service restaurant) counterparts. However, QSRs still represent the grand majority of LSR sales, and fast casual growth has slowed somewhat in recent years."

**- Jill Failla, Foodservice Analyst**

This report looks at the following areas:

- Fast casuals beat QSRs on quality, catch up on value
- C-store threat exists for QSRs' most loyal customer
- QSRs face growing labor challenges
- Natural fast food has wide and growing appeal
- Consumers will pay more for premium meats
- Appeal to young consumers with low-cost special diet options

QSRs - Used interchangeably with "fast food," QSRs specialize in inexpensive, convenient meals that are less expensive than those available at fast casuals. There is typically no waiter service and no alcoholic beverages. Examples include: McDonald's, KFC, Taco Bell, Wendy's, and Pizza Hut.

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