

Casual Dining Restaurants - US - August 2013

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“The budget-conscious consumer is still searching for deals, and casual dining operators are battling the perception that fast casual and fast food restaurants can do a better job of delivering on this. Casual dining operators realize they must highlight their own brand of full-meal deals, as well as their extensive menu.”

- Julia Gallo-Torres, Category Manager, U.S. Foodservice Reports

This report looks at the following areas:

- What impact has a slow recovering economy had on consumers spending habits whilst eating out?
- How do consumers perceive casual dining in association with health or fast service?
- How can you appeal to both Millennials and families?

The casual dining segment suffered during the recession, but, as consumers return to eating out, the segment is growing again. However, because consumers are still budget conscious, a good number are still attracted to the lower prices and value menus offered in the quick service (QSR) or fast food sector, and the healthier, customized options available in the fast casual sector.

In an effort to regain their competitive edge and market share, casual dining restaurants have ramped up their healthy menu options, alcoholic and non-alcoholic drink menus, and meal deals. Furthermore, they are focusing on expanding lunch service and exploring non-traditional dayparts, such as late evening hours. Additionally, casual dining concepts are experimenting with new prototypes that include renovated buildings, fast casual concepts, smaller footprints, and non-traditional sites, such as malls, airports, convention centers, and urban settings.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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