

Family Midscale Restaurants - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Family restaurants face increasing competition from fast food and fast casual chains, which offer value based on low prices, convenience, and easily customizable options. More modern ambiance through restaurant renovations, convenient breakfast items, and showing value by offering more BFY foods are the ways forward for the segment if it wants to stave off the threat of QSRs and fast casuals."

– Julia Gallo-Torres, US Foodservice

This report looks at the following areas:

- Will restaurant renovations help revive the segment?
- Can family chains fend off breakfast daypart competition?
- Can BFY foods help family chains compete on value?

The US family midscale restaurant market experienced solid growth in 2012 and 2013 as post-recession spending power returned for many consumers, although the competitive landscape features numerous roadblocks to future growth in the form of competing concepts such as fast food chains and fast casual restaurants. While many consumers say flavor and affordability are top reasons to visit family restaurants, a number of respondents to Mintel's consumer survey say they prefer to cook at home and that family restaurants are too expensive. Many report being motivated to visit family chains more frequently by value meals, as well as menu flexibility and an increasing number of healthy menu items. This report covers these factors in detail, and offers close analysis of the following:

- How economic factors impact sales and potentially, the future of the market
- The role of demographics in driving sales, particularly families and younger consumers
- The competitive context of the market
- Shifts in menu item incidence
- The marketing strategies of leading brands, including a focus on digital advertising and social media

This report also features in-depth analysis of the results of Mintel's exclusive consumer survey, including the types of family restaurants consumers are most likely to visit, who they visit them with, preferred characteristics of family restaurants, reasons to visit them, incentives to visit them more often, and why they do not visit them.

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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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