

Limited Service Restaurant (LSR) Specialty Shops - Snacks, Beverages & Desserts - US - June 2014

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

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“Limited service specialty restaurants are often singular-item focused. They must figure out how to create buzz and position their item in a variety of ways to appeal to a wide range of consumers. Certain brands have found success in creating line extensions with seasonal and limited-time offers, new formats like bowls and bites, and healthful options including add-ins.”

— Bethany Wall, Foodservice Analyst

This report looks at the following areas:

- Seasonality: How specialty shops naturally extend their product lines
- Healthfulness: How specialty shops overcome unhealthy perception
- Innovation: How specialty shops innovate to drive brand excitement
- Value: How specialty shops provide value while obtaining healthy margins
- Technology: How specialty shops utilize technology to drive loyalty

This is a new report focusing on specialty concepts within the limited service restaurants segment. This includes singular-focused concepts within the quick service and fast casual segments including: ice cream, frozen yogurt, smoothie, juice, tea, snack, and baked good shops. The report focuses on usage, ordering method, consumption place, changes in behavior, deal motivators, drivers determining operator decision, and attitudes of consumers.

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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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Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Consumer survey data
Abbreviations and terms
Abbreviations
Terms

Executive Summary

The market
Figure 1: Total US sales and fan chart forecast of limited service restaurants, at current prices, 2009-19
Market drivers
Competitive context
Offerings and marketing
Restaurant usage
Figure 2: LSR specialty concept usage, April 2014
Consumption place
Figure 3: LSR specialty concept consumption place, April 2014
Restaurant deals
Figure 4: LSR specialty concept deals, April 2014
Restaurant drivers
Figure 5: LSR specialty concept drivers, April 2014
What we think

Issues and Insights

Seasonality: How specialty shops naturally extend their product lines
The issues
The implications
Healthfulness: How specialty shops overcome unhealthy perception
The issues
The implications
Innovation: How specialty shops innovate to drive brand excitement
The issues
The implications
Value: How specialty shops provide value while obtaining healthy margins
The issues
The implications

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Technology: How specialty shops utilize technology to drive loyalty

The issues

The implications

Trend Applications

Trend: The Real Thing

Trend: Non-Standard Society

Trend: Extend My Brand

Market Size and Forecast

Key points

Market size and forecast

Figure 6: Total US sales and forecast of limited service restaurants, at current prices, 2009-19

Figure 7: Total US sales and forecast of limited service restaurants, at inflation-adjusted prices, 2009-19

Fan chart forecast

Figure 8: Total US sales and fan chart forecast of limited service restaurants, at current prices, 2009-19

Market Drivers

Economic indicators

Cost and inflation of food items

Governmental legislation

Allergies and gluten-free

Millennials drive usage

Promoting health to children

Corporate responsibility

Innovations and Innovators: Operational

Rebranding efforts

Gourmet food trucks

Small footprints

Technology

Innovations and Innovators: BFY

Calorie count

Fresh ingredients

Exotic functional items

Allergy-free options

Protein focus

Innovations and Innovators: Menu

New breakfast players

Bowls and bites

Co-branded menu items

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Co-branded promotional tie-Ins
Indulgent treats
Flavor of the month
Themed LTOs
Seasonal LTOs

Competitive Context

Eating at home
Convenience stores
Limited service restaurants
Co-branded locations
Expansion via kiosks and carts

Featured Companies

Bee & Tea

Figure 9: Bee & Tea, June 2014

Bruster's Ice Cream

Figure 10: Bruster's Ice Cream, June 2014

Chloe's Soft Serve Fruit Co.

Figure 11: Chloe's Soft Serve Fruit Co., June 2014

Smallcakes: A Cupcakery

Figure 12: Smallcakes: A Cupcakery, June 2014

Empire Biscuit

Figure 13: Empire Biscuit, June 2014

French Fry Heaven

Figure 14: French Fry Heaven, June 2014

The Nugget Spot

Figure 15: The Nugget Spot, June 2014

Pie Face

Figure 16: Pie Face, June 2014

Potatopia

Figure 17: Potatopia, June 2014

ShakeAway

Figure 18: ShakeAway, June 2014

Sub Zero Ice Cream and Yogurt

Figure 19: Sub Zero Ice Cream and Yogurt, June 2014

YoFresh Yogurt Café

Figure 20: YoFresh Yogurt Café, June 2014

Yummy Cupcakes

Figure 21: Yummy Cupcakes, June 2014

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Marketing Strategies

- Overview of the brand landscape
- Television marketing
- Out of home
- Social media and mobile marketing
- Endorsements and partnerships
- Free offers
- Discounts and coupons
- Loyalty programs
- Causes and charities
- No Kid Hungry

Social Media – Limited Service Restaurant (LSR): Specialty Shops – Snacks, Beverages & Desserts

- Key points
- Market overview
- Key social media metrics
 - Figure 22: Key social media metrics, May 2014
- Brand usage and awareness
 - Figure 23: Brand usage and awareness for selected specialty shops, April 2014
- Interactions with specialty shops
 - Figure 24: Interactions with selected specialty shops, April 2014
- Leading online campaigns
- Charitable contributions
- Mobile apps and campaigns
- New product development
- What we think
- Online conversations
 - Figure 25: Online mentions for selected specialty shops, by month, May 1, 2013-April 30, 2014
- Where are people talking about specialty shops?
 - Figure 26: Online mentions for selected specialty shops, by page type, May 1, 2013-April 30, 2014
- What are people talking about?
 - Figure 27: Topics of conversation for selected specialty shops, May 1, 2013-April 30, 2014

Correspondence Analysis

- Methodology
- Opportunities for specialty shops to become relevant throughout the day
 - Figure 28: Correspondence analysis, June 2014
 - Figure 29: LSR specialty concept dayparts, June 2014

Consumer Data – Overview

- Restaurant usage

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Figure 30: LSR specialty concept usage, April 2014

Consumption place

Figure 31: LSR specialty concept consumption place, April 2014

Ordering method

Figure 32: LSR specialty concept ordering method, April 2014

Change in behavior

Figure 33: LSR specialty concept changes in behavior, April 2014

Restaurant deals

Figure 34: LSR specialty concept deals, April 2014

Restaurant drivers

Figure 35: LSR specialty concept drivers, April 2014

Consumer attitudes

Figure 36: LSR specialty concept attitudes, April 2014

Consumer Data – By Gender

Key points

Men seek a variety of experiences and a range of healthful menu items

Women are most concerned with health and value at specialty concepts

Consumer tables by gender

Figure 37: LSR specialty concept usage, by gender, April 2014

Figure 38: LSR specialty concept consumption place, by gender, April 2014

Figure 39: LSR specialty concept ordering method, by gender, April 2014

Figure 40: LSR specialty concept changes in behavior – More, by gender, April 2014

Figure 41: LSR specialty concept deals, by gender, April 2014

Figure 42: LSR specialty concept drivers, by gender, April 2014

Figure 43: LSR specialty concept attitudes – Any agree, by gender, April 2014

Consumer Data – By Generation

Key points

Younger Millennials are core users and seek healthy options and deals

Older Millennials are key users, open to new items, and eat on the go

Baby Boomers use drive-thrus and coupons and desire fresh ingredients

Consumer tables by generation

Figure 44: LSR specialty concept usage, by generations, April 2014

Figure 45: LSR specialty concept consumption place, by generations, April 2014

Figure 46: LSR specialty concept ordering method, by generations, April 2014

Figure 47: LSR specialty concept changes in behavior – More, by generations, April 2014

Figure 48: LSR specialty concept deals, by generations, April 2014

Figure 49: LSR specialty concept drivers, by generations, April 2014

Figure 50: LSR specialty concept attitudes – Any agree, by generations, April 2014

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Consumer Data – By Income

Key points

Lower-income consumers have low usage and focus on affordability

Middle-class consumers are price sensitive, but open to using technology

The affluent visit and spend the most seeking healthy and premium items

Consumer tables by income

Figure 51: LSR specialty concept usage, by household income, April 2014

Figure 52: LSR specialty concept consumption place, by household income, April 2014

Figure 53: LSR specialty concept ordering method, by household income, April 2014

Figure 54: LSR specialty concept changes in behavior – More, by household income, April 2014

Figure 55: LSR specialty concept deals, by household income, April 2014

Figure 56: LSR specialty concept drivers, by household income, April 2014

Figure 57: LSR specialty concept attitudes – Any agree, by household income, April 2014

Consumer Data – By Race and Hispanic Origin

Key points

Whites seek punch card programs and replace meals with specialty items

Blacks like low-tech deals, signature items, and consuming out-of-store

Asians are high users and seek healthy, portable, and authentic items

Hispanics seek deals and want to-go, customizable, and authentic options

Consumer tables by race and Hispanic origin

Figure 58: LSR specialty concept usage, by race/Hispanic origin, April 2014

Figure 59: LSR specialty concept consumption place, by race/Hispanic origin, April 2014

Figure 60: LSR specialty concept ordering method, by race/Hispanic origin, April 2014

Figure 61: LSR specialty concept deals, by race/Hispanic origin, April 2014

Figure 62: LSR specialty concept changes in behavior – More, by race/Hispanic origin, April 2014

Figure 63: LSR specialty concept drivers, by race/Hispanic origin, April 2014

Figure 64: LSR specialty concept attitudes – Any agree, by race/Hispanic origin, April 2014

Consumer Data – By Region

Key points

Midwesterners seek on-the-go options, authentic items, seasonal flavors

Northeasterners buy food and drink together and order to-go in person

Southerners are price sensitive, preferring deals and opting out of add-ins

Westerners are the most likely to use smoothie shops and order online

Consumer tables by region

Figure 65: LSR specialty concept usage, by region, April 2014

Figure 66: LSR specialty concept consumption place, by region, April 2014

Figure 67: LSR specialty concept ordering method, by region, April 2014

Figure 68: LSR specialty concept changes in behavior – More, by region, April 2014

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Figure 69: LSR specialty concept deals, by region, April 2014

Figure 70: LSR specialty concept drivers, by region, April 2014

Figure 71: LSR specialty concept attitudes – Any agree, by region, April 2014

Consumer Data – By Parents

Key points

Parents are heavy users and need to-go ordering and portable options

Parents with toddlers have a target spend in mind and seek customization

Parents with children want healthy and branded items and seasonal menus

Parents with adult children are open to indulgent and budget-friendly items

Consumer tables by parents

Figure 72: LSR specialty concept usage, by parents with children and age, April 2014

Figure 73: LSR specialty concept consumption place, by parents with children and age, April 2014

Figure 74: LSR specialty concept ordering method, by parents with children and age, April 2014

Figure 75: LSR specialty concept changes in behavior – More, by parents with children and age, April 2014

Figure 76: LSR specialty concept deals, by parents with children and age, April 2014

Figure 77: LSR specialty concept drivers, by parents with children and age, April 2014

Figure 78: LSR specialty concept attitudes – Any agree, by parents with children and age, April 2014

Consumer Data – Clusters

Specialty concept types

Ordering method

Ordering technology

Consumption place

Appendix – Additional Tables

Consumer tables by area

Figure 79: LSR specialty concept usage, by area, April 2014

Figure 80: LSR specialty concept consumption place, by area, April 2014

Figure 81: LSR specialty concept ordering method, by area, April 2014

Figure 82: LSR specialty concept changes in behavior – More, by area, April 2014

Figure 83: LSR specialty concept deals, by area, April 2014

Figure 84: LSR specialty concept drivers, by area, April 2014

Figure 85: LSR specialty concept attitudes – Any agree, by area, April 2014

Consumer tables by specialty concept type

Figure 86: LSR specialty concept usage, by LSR specialty concept usage, April 2014

Figure 87: LSR specialty concept consumption place, by LSR specialty concept usage, April 2014

Figure 88: LSR specialty concept ordering method, by LSR specialty concept usage, April 2014

Figure 89: LSR specialty concept changes in behavior – More, by LSR specialty concept usage, April 2014

Figure 90: LSR specialty concept deals, by LSR specialty concept usage, April 2014

Figure 91: LSR specialty concept drivers, by LSR specialty concept usage, April 2014

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Figure 92: LSR specialty concept attitudes – Any agree, by LSR specialty concept usage, April 2014

Consumer tables by ordering method

Figure 93: LSR specialty concept usage, by order type, April 2014

Figure 94: LSR specialty concept consumption place, by order type, April 2014

Figure 95: LSR specialty concept ordering method, by order type, April 2014

Figure 96: LSR specialty concept changes in behavior – More, by order type, April 2014

Figure 97: LSR specialty concept deals, by order type, April 2014

Figure 98: LSR specialty concept drivers, by order type, April 2014

Figure 99: LSR specialty concept attitudes – Any agree, by order type, April 2014

Consumer tables by ordering technology

Figure 100: LSR specialty concept usage, by order placing, April 2014

Figure 101: LSR specialty concept consumption place, by order placing, April 2014

Figure 102: LSR specialty concept ordering method, by order placing, April 2014

Figure 103: LSR specialty concept changes in behavior – More, by order placing, April 2014

Figure 104: LSR specialty concept deals, by order placing, April 2014

Figure 105: LSR specialty concept drivers, by order placing, April 2014

Figure 106: LSR specialty concept attitudes – Any agree, by order placing, April 2014

Consumer tables by consumption place

Figure 107: LSR specialty concept usage, by LSR specialty concept consumption place, April 2014

Figure 108: LSR specialty concept consumption place, by LSR specialty concept consumption place, April 2014

Figure 109: LSR specialty concept ordering method, by LSR specialty concept consumption place, April 2014

Figure 110: LSR specialty concept changes in behavior – More, by LSR specialty concept consumption place, April 2014

Figure 111: LSR specialty concept deals, by LSR specialty concept consumption place, April 2014

Figure 112: LSR specialty concept drivers, by LSR specialty concept consumption place, April 2014

Figure 113: LSR specialty concept attitudes – Any agree, by LSR specialty concept consumption place, April 2014

Consumer tables by daypart

Figure 114: LSR specialty concept usage, by daypart, April 2014

Figure 115: LSR specialty concept consumption place, by daypart, April 2014

Figure 116: LSR specialty concept ordering method, by daypart, April 2014

Figure 117: LSR specialty concept changes in behavior – More, by daypart, April 2014

Figure 118: LSR specialty concept deals, by daypart, April 2014

Figure 119: LSR specialty concept drivers, by daypart, April 2014

Figure 120: LSR specialty concept attitudes – Any agree, by daypart, April 2014

Appendix – Social Media – Limited Service Restaurant (LSR) Specialty Shops – Snacks, Beverages & Desserts

Brand usage or awareness

Figure 121: Brand usage or awareness, April 2014

Figure 122: Pinkberry usage or awareness, by demographics, April 2014

Figure 123: Yogurtland usage or awareness, by demographics, April 2014

Figure 124: TCBY usage or awareness, by demographics, April 2014

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

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Figure 125: Red mango usage or awareness, by demographics, April 2014

Figure 126: Menchie's frozen yogurt usage or awareness, by demographics, April 2014

Figure 127: Yogen Früz usage or awareness, by demographics, April 2014

Activities done

Figure 128: Activities done, April 2014

Figure 129: Pinkberry – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 130: Pinkberry – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 131: Pinkberry – Activities done – I follow/like the brand on social media because, by demographics, April 2014

Figure 132: Pinkberry – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 133: Yogurtland – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 134: Yogurtland – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 135: Yogurtland – Activities done – I follow/like the brand on social media because, by demographics, April 2014

Figure 136: Yogurtland – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 137: TCBY – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 138: TCBY – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 139: TCBY – Activities done – I follow/like the brand on social media because, by demographics, April 2014

Figure 140: TCBY – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 141: Red mango – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 142: Red mango – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 143: Red mango – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 144: Menchie's frozen yogurt – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 145: Menchie's frozen yogurt – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 146: Menchie's frozen yogurt – Activities done – I have researched the brand on social media to, by demographics, April 2014

Key social media metrics

Figure 147: Key social media metrics—Menchie's Frozen Yogurt, May 2014

Figure 148: Key social media metrics—Yogurtland, May 2014

Figure 149: Key social media metrics—Pinkberry, May 2014

Figure 150: Key social media metrics—Red Mango, May 2014

Figure 151: Key social media metrics—TCBY, May 2014

Figure 152: Key social media metrics—Yogen Früz, May 2014

Online conversations

Figure 153: Online mentions for selected specialty shops, by month, May 1, 2013-April 30, 2014

Figure 154: Online mentions for selected specialty shops, by page type, May 1, 2013-April 30, 2014

Figure 155: Topics of conversation for selected specialty shops, May 1, 2013-April 30, 2014

Appendix – Trade Associations

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