

LSR: Ethnic Concepts - US - February 2014

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“Rapid growth of ethnic limited-service restaurants is due in part to the success of the fast casual assembly-line model. This operational strategy helps deliver the level of authenticity and health a customer desires through customization. It also increases transparency, which is a hot topic in the industry over the past few years.”

– Bethany Wall, Foodservice Analyst

This report looks at the following areas:

- Authenticity: What aspects affect authenticity and how important are they?
- Health: Can operators meet the varying nutritional demands of consumers?
- Customization: What are the most effective ways to provide variety?

The ethnic restaurant niche of limited-service restaurants is growing quickly with the increase of fast casual concepts looking to carve out a unique position. These concepts are going beyond the traditional comfort cuisines (i.e., Italian, Mexican, and Asian), which have become the standard for the market. As consumers' palates are becoming more sophisticated, ethnic cuisines are becoming increasingly popular. It is important to gauge which types of concepts are being used and how to target potential opportunities. Also, healthfulness is more and more important to consumers, but ethnic cuisines are traditionally indulgent in the way of high carbohydrate and sodium levels. This report will explore how restaurants can provide healthy offerings while staying authentic and how concepts can tailor their offerings to fit a range of consumers through customization.

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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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