LSR: Burger, Chicken and Seafood Concepts - US - August 2014

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"Limited service burger, chicken, and seafood restaurants face stiff competition among themselves and against other concepts. Often competing on price, these concepts rely on core offerings coupled with innovative items to draw attention. These operators have also overhauled their menus to add healthful options and ramped up their usage of technology to remain relevant to consumers."
– Bethany Wall, Foodservice Analyst

This report looks at the following areas:

- Core offerings: What consumers are most concerned with at restaurants
- Healthfulness: How these concepts overcome unhealthy perception
- Innovation: How these concepts innovate to drive brand excitement
- Value: How these concepts provide value, while obtaining healthy margins
- Technology: How these concepts utilize technology to drive loyalty

The limited service burger, chicken, and seafood market is facing stiff competition, as the number of sandwich, ethnic, pizza, coffee, and specialty concepts continues to grow and the market is becoming more upscale. This trend toward gourmet-like items and increased ambience has helped fast casual burger concepts take a foothold in the market and aided the emergence of fast casual chicken concepts.

These restaurants have long based their strategy on value and indulgent offerings. To stay relevant with the changing needs of consumers, they are shifting their focus to innovative and healthful options, with ethnic, authentic, and premium ingredients. Additionally, they are renovating store locations and adding technology to create modern and sophisticated experiences. The main goal of these restaurants is to create a unique position through differentiation.

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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