

## Burger and Chicken Concepts - US - August 2015

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

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As Americans continue to gravitate toward chicken and sandwich concepts, operators are answering their desire for premium and better-for-you products that are natural and highly customized.

This report looks at the following areas:

- Consumers are eschewing QSRs and moving to fast casuals
- Healthy eating is a growing concern for many Americans
- At home dining is taking a greater share of consumers' stomachs

More restaurants are focusing on making a better burger and chicken sandwich through high quality meats, cheeses, and toppings. International flavors have also made an appearance on these sandwiches as the trend of consumers trying new ethnic ingredients continues to grow.

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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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