

Sandwiches, Subs and Wrap Concepts - US - October 2015

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"The report covers consumer attitudes regarding the type of restaurant they visit and during which daypart, desired attributes of the foods they order, attitudes toward the restaurants, promotions and deals that appeal, menu trends, and how behaviors and attitudes have changed compared to the prior year."

- Julia Gallo-Torres, Senior Analyst, Food, Drink and Foodservice

This report looks at the following areas:

- In a world where consumers want more natural products, processed meats struggle
- Consumers want fresh preparations, as these signal health
- Fast casual is stealing market share, though most consumers go to fast food shops

This report examines consumer attitudes and dining behavior, market, menu and culinary trends in sandwich, sub, and wrap shops in the Limited Service Restaurant (LSR) segment. LSRs include both fast food (QSR) and fast casual restaurants, and only LSRs are covered in this report. For the purposes of this report, Mintel has used the following restaurant definitions.

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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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