

Quick Service Restaurants - US - May 2016

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"As the lines between traditional restaurant segments continue to blur, QSRs (quick service restaurants) have been taking steps to remain competitive in the changing restaurant landscape. Most QSR users agree that QSRs are the best option when they are short on time. QSRs must make it a priority to maintain this position by continuing to deliver tasty food conveniently and consistently."
- Emily Turner, Foodservice Analyst

This report looks at the following areas:

As a secondary focus, QSRs must strive to appeal to both consumers that are willing to pay more for more sophisticated options and premium ingredients as well as customers that expect the "fast-food" they've always known at affordable prices. To remain relevant, QSRs must monitor consumer and foodservice trends and make any appropriate changes. To grow within the segment, QSRs will need to innovate while remaining true to their core brand mission, vision, and loyal core consumer.

The purpose of this Report is to analyze consumers' attitudes, behaviors, and perceptions surrounding QSRs. It will also explain what is trending at QSRs, both on the menu and more broadly across the segment, as well as profile some of the newer players in the market. While this Report touches on convenience store, grocery, and fast casual restaurants, this report exclusively focuses on QSRs.

For the purposes of this Report Mintel has used the following restaurant definitions:

- Limited service restaurants (LSRs) – These establishments provide food services where customers usually select and order items and pay before dining. Food/drink may be consumed on the premises, offered as carryout, or delivered to the customer's location. They may also sell alcoholic beverages. LSRs include both QSRs and fast casual restaurants.
- Quick service restaurants (QSRs) – Used interchangeably with "fast-food," QSRs specialize in inexpensive, convenient meals. There is no waiter service, no alcoholic beverages, and low price point. Examples include: McDonald's, Kentucky Fried Chicken, Taco Bell, Wendy's, and Pizza Hut.
- Fast casual restaurants – These establishments are characterized by a higher price point than QSRs though not as high as full service restaurants. Fast casuals do not offer waiter service and may or may not serve alcohol. Examples include: Chipotle, Panera Bread, Shake Shack, and Blaze Pizza.

Full service restaurants (FSRs) – These establishments have waiter/waitress service in which customers order and are served while seated. They may also sell alcoholic beverages and offer carryout services. These include the restaurant segments: midscale, casual dining, and fine dining

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Abbreviations

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6-month NCHS Adult Study

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