

Family Midscale Dining - US - September 2016

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"The midscale chain is in a state of flux; while some of the biggest names in midscale dining are doing well, other chains are on the brink of bankruptcy. Midscales may increase visitation while still staying true to their identity by adding healthy sides, sending consumers deals, and making their restaurants more convenient for rushed consumers."

- Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- Midscale visitation falls behind competitors
- Midscale chains need to adapt

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

Family Dining/Midscale Restaurants: Family dining and midscale restaurants are used interchangeably in this Report as they are the same restaurant segment. Midscale restaurants have the smallest check size of any FSR (full service restaurant), meaning midscales do have a wait staff. Midscale restaurants do not serve alcohol. Examples of midscale restaurants include: IHOP, Denny's, Cracker Barrel, Bob Evans, and Perkins. Buffet restaurants such as Golden Corral, Old Country Buffet, and Ryan's are also midscale restaurants.

This Report builds off of Family Midscale Restaurants – US, October 2013 and Full Service Restaurants: Casual, Family and Fine Dining – US, April 2015.

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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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