

The State of the Burger - US - April 2016

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"The burger category is ripe for continued innovation as new fast casual players enter the market and existing brands expand their burger menus. Diners today are open to trying new and exciting burgers made with innovative beef blends and unique toppings. Restaurants must compete with not only other burger restaurants but also chains offering quick and delicious non-burger entrees."
- Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- The burger market is getting crowded
- People are eating less beef

This Report covers burgers at both LSRs (limited service restaurants) and FSRs (full service restaurants). Burgers can refer to traditional beef burgers, non-beef meat burgers (eg turkey, bison, salmon burgers), and vegetarian burgers (eg black bean, soy burgers). This Report focuses on both burger-specific restaurants (eg. Wendy's, Shake Shack, BurgerFi, etc) and restaurants that sell burgers but are NOT burger-specific (eg. Denny's, Chili's, Hard Rock Café, etc). While burgers in retail are mentioned, retail burgers or packaged red meat is not the focus of this Report. This Report builds off of *Burger and Chicken Concepts – US, August 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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