

## Fast Casual Restaurants - US - February 2017

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"With a lot of restaurant segments shifting away from some of their core foundational features, fast casuals continue to find success by focusing on quality ingredients and premium dishes in a convenient, affordable setting. However, with new segments, providing competition as well as opportunities, fast casuals can't remain focused on what works now and have to continue to look ahead."

**- Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- Consumers have defined associations with fast food and fast casual
- iGens are low-frequency visitors
- Millennials are not motivated by affordability

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Consumers have defined associations with fast food and fast casual

Figure 1: Dish association between fast food and fast casuals, November 2016

iGens are low-frequency visitors

Figure 2: Low-frequency (one to three times a month or less than once a month) fast casual visitation, by cuisine type, by generation, November 2016

Millennials are not motivated by affordability

Figure 3: Importance of affordability, by generation, November 2016

The opportunities

Hispanic Millennials are a key target for fast casuals

Figure 4: High-frequency visitation (one to three times a week or more), by cuisine type, by Hispanic Millennials and non-Hispanic Millennials, November 2016

Women value the social experience

Figure 5: Fast casual statement agreement, any agreement, by gender, November 2016

Online ordering is the wave of the future

Figure 6: Important qualities of a fast casual, by generation, November 2016

What it means

### The Market – What You Need to Know

QSRs seek to offer a more premium experience

Smartphone ownership redefines meals

The evolution of a foodie

### Market Perspective

Casual dining chains entering the fast casual scene

QSRs competing with premium fast casual factors

Figure 7: Number of menu items at QSRs with menu and ingredient claims, Q4 2015-16

### Market Factors

A smartphone in every pocket

Figure 8: Smartphone owners, by age, November 2016

Food halls and breweries provide new expansion opportunities

Figure 9: Gourmet food hall visitation, by generation, September 2016

Figure 10: Local bar / brewery visitation, by generation, September 2016

Hispanics are an important segment to watch

Figure 11: Population by race and Hispanic origin, 2012-22

The foodie movement

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Figure 12: Statement agreement, "I consider myself a foodie," by Millennials and non-Millennial foodies, May 2016

## Key Players – What You Need to Know

- Expansion is not straightforward
- Established chains continue to show growth
- Emerging segments show a focus on beverages

## The Fast Casual Identity

### Key Fast Casual Players – Established Chains

#### Smaller/Independent Fast Casuals

- Mendocino Farms
- Holler & Dash
- The Kebab Shop
- Homegrown
- honeygrow
- Nachoria
- Antique Taco

## Segments to Watch

- International
- Indian cuisine introduces new flavor profiles in familiar settings
- Seafood
- Health

## Social Media Fast Casual Analysis Data

### Methodology

Facebook remains the most dominant source of followers

Figure 13: Total Number of social media followers, Oct. 1, 2016-Dec. 31, 2016

Followers don't equal engagement

Figure 14: Total Number of social media engagements, Oct. 1, 2016-Dec. 31, 2016

Shake Shack posts frequently, Chipotle emphasizes Twitter

Figure 15: Total number of social media posts, Oct. 1, 2016-Dec. 31, 2016

## The Consumer – What You Need to Know

- A new take on combo deals
- Affordable and fresh are the top associations
- The importance of menu variety

## Fast Casual Visitation

Consumers show cuisine diversity in fast casual visitation

Figure 16: Any fast casual visitation, by cuisine type, November 2016.

Indulgent options lead in high-frequency visitation

Figure 17: High-frequency fast casual visitation, by cuisine type, November 2016

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## Men and Millennials: A core fast casual demographic

Figure 18: Any fast casual visitation, by cuisine type, by gender, November 2016

Figure 19: High-frequency fast casual visitation, by cuisine type, by generation, November 2016

Figure 20: Low-frequency fast casual visitation, by cuisine type, by generation, November 2016

## Hispanic Millennials are a demographic to watch

Figure 21: High-frequency visitation, by cuisine type, by Hispanic Millennials and non-Hispanic Millennials, November 2016

## The urban and suburban difference

Figure 22: Any fast casual visitation, by cuisine type, by urban and suburban Millennials, November 2016

## Don't ignore dad in marketing campaigns

Figure 23: any fast casual visitation, by cuisine type, by mothers and fathers, November 2016

## Visitation Motivators

### Consumers crave combo deals

Figure 24: Turf Analysis, increased visitation motivators, November 2016

### More than half of World War II/Swing generation consumers are not motivated by any factors

Figure 25: Increased fast casual visitation motivators, by generation, November 2016

### The drive-thru factor

Figure 26: Drive-Thru as a fast casual motivator, by mothers and fathers, November 2016

### Hispanic Millennials care about breakfast and WiFi

Figure 27: Increased fast casual visitation motivators, by Hispanics, November 2016

### Low-frequency visitors driven in by combo deals and new menu items

Figure 28: Increased fast casual visitation motivators, by visitation frequency, November 2016

## Fast Casual Associations

### Affordable is a key fast casual association

Figure 29: Fast casual associations, any rank, November 2016

Figure 30: Fast casual associations, any rank, by gender, November 2016

### Suburban Millennials show a stronger association with affordability

Figure 31: Fast casual associations, any rank, by urban and suburban millennials, November 2016

Figure 32: Fast casual associations, any rank, by age, November 2016

## Attitudes toward Fast Casuals

### Fast casuals remain a key hot spot for lunch

Figure 33: Fast casual statement agreement, any agreement, November 2016

Figure 34: Fast casual statement agreement, any agreement, by age, November 2016

### Younger consumers pay more attention to transparency and innovation

Figure 35: Fast casual statement agreement, any agreement, by age, November 2016

### Men focus on food, women focus on the experience

Figure 36: Fast casual statement agreement, any agreement, by gender, November 2016

### A convenient dinner option for parents

Figure 37: Fast casual statement agreement, any agreement, by parents and nonparents, November 2016

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## Important Fast Casual Factors

### A focus on the basics

Figure 38: Important qualities of a fast casual, November 2016

### Affordability is key for low-frequency visitors

Figure 39: Important qualities of a fast casual, by high-frequency visitors and low-frequency visitors, November 2016

### Millennials display a different value perspective

Figure 40: Importance of affordability, by generation, November 2016

Figure 41: Important qualities of a fast casual, by generation, November 2016

### Defining affordability through customization

Figure 42: Important qualities of a fast casual, by income, November 2016

## Fast Food and Fast Casual Dishes

### Fast food and fast casual dishes maintain traditional associations

Figure 43: Dish association between fast food and fast casual, November 2016

### Millennials show greater equality between segments

Figure 44: Breakfast sandwich association between fast food and fast casual, by generation, November 2016

Figure 45: Burger association between fast food and fast casual, by generation, November 2016

Figure 46: Side dish association between fast food and fast casual, by generation, November 2016

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

## Appendix – TURF Analysis

Methodology

Figure 47: Table – TURF analysis – Increased visitation motivators, November 2016

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