

Burger Trends - US - April 2018

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Burgers are menu and consumer favorites and competition emerges from all angles; both burger-specific operators and restaurants that menu them are using more than price promotions to capture more burger business. Consumers indicate a willingness to pay more for burgers made with premium ingredients as operators increasingly innovate with crowd-pleasing items.

This report looks at the following areas:

As the competition gets more crowded and complex, consumers look for quality through cues of freshness and unique ingredients in any occasion and from every segment.

- Fast casual lacks a burger identity
- Burgers suffer from an "unhealthy" complex

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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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