Sandwiches, Subs and Wraps - US - October 2016

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The state of the LSR (limited service restaurant) sandwich market reflects major trends in the LSR industry as a whole. QSR (quick service restaurant) giants such as Subway command the greatest share of sales but are slowly losing business to rapidly growing fast casual concepts."
- Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- **QSR sandwich chains have low customer loyalty**
- **Food prices are hurting the restaurant industry**

As consumers turn to more premium sandwich options, QSRs struggle to attract lapsed fast casual consumers and retain core value-oriented consumers. Sandwich restaurant menus also demonstrate the industry trend of ditching artificial ingredients in favor of natural and adding menu items that feature international flavors.

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