

Sandwiches, Subs and Wraps - US - October 2016

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"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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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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