

## Fullservice Restaurant Trends - US - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

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2016 for FSRs (full service restaurants) was characterized by rising prices, same-store traffic decreases, competition from LSRs (limited service restaurants), and the bankruptcy of some high-profile restaurant groups.

This report looks at the following areas:

- Consumers are visiting FSRs less often
- Falling retail prices are hurting FSR sales
- Deals may not be the ideal solution

Despite these challenges, FSRs continue to shape what and even how consumers eat. The future may not be clear for many large FSR chains; however, focusing on the basics, such as great food and great service, and making meaningful changes, such as implementing a loyalty program, may help turn around declining or stagnant sales.

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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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