

Quick Service Restaurants - US - May 2018

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"The QSR market is thriving thanks to QSR brands making changes consumers want while still staying true to its brand identity."

- Caleb Bryant, Senior Foodservice Analyst

This report looks at the following areas:

- Interest in QSR delivery is fairly low
- New menu items may only drive minimal traffic

Value remains a major focus within the QSR market, and most chains are focusing heavily on their low-price options, with many also developing a few premium options in order to attract fast casual customers. Most QSRs have fully embraced technology; nearly all major QSRs are building out their delivery capabilities and adding new in-store technologies such as ordering kiosks and digital menu boards. QSRs are also leveraging social media and building brand loyalty by having a social media persona.

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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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