

## Sandwiches and Burgers - US - 2023

Report Price: £3695 | \$4995 | €4400

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

### This report looks at the following areas:

- Consumer interest in sandwich/burger styles, breads, toppings and ingredients
- Innovation interest in sandwich/burger offerings
- Consumer association with and attitudes towards sandwiches/burgers
- Incentives/promotional offers to drive sandwich/burger sales

Sandwich and burger ordering at restaurants has held steady despite consumers dining out less in general, with fewer consumers reporting a decrease in consumption than those ordering more frequently. To continue that momentum operators must keep consumers engaged through offerings that are not easily replicated at home. Delivering on premium, artisanal, and fresh preparations of sandwiches and burgers will stand out to consumers, encouraging patrons to trade at-home dining experiences for AFH opportunities.

The sandwich and burger category is primed to excel through ease of customization if a wide variety of toppings and ingredients are stocked. Over half of respondents that order sandwiches/burgers would be more inclined to order if premium toppings were available. In a crowded market, operators can stand out through sandwich/burger offerings that deliver on experience. New flavor combinations, regional and international inspiration, unique ingredients in toppings, and a variety of protein options will appeal to customers seeking adventure through familiar item formats.



"Sandwiches and burgers have long provided versatile options on menus, offering customization and elevated ingredients. Operators must hone in on the attributes these mainstay menu items offer. Further engaging with consumers through loyalty rewards and promotional activity will keep patrons returning for more."

– Pooja Lal, US Foodservice and Mintel Menu Insights

### Buy this report now

Visit	<a href="https://store.mintel.com">store.mintel.com</a>
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

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

## Table of Contents

### OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

### EXECUTIVE SUMMARY

- **Top takeaways**
- **Consumer trends**
- **Competitive strategies**
- **Opportunities**
- **Premium ingredients offer a sense of quality**  
Figure 1: Premium topping preferences, 2023
- **Connect with consumers through enticing promotions**  
Figure 2: Interest in burger/sandwich discounts, 2023
- **Unique offerings make sandwich shops stand out**  
Figure 3: Sandwich preferences, 2023
- **Beef drives appeal on burger menus**  
Figure 4: Burger preferences, 2023

### MARKET FACTORS

- **Operators must deliver on value to win consumers over**  
Figure 5: Value behaviors, 2023
- **Burgers/sandwiches can capitalize on the lunchtime daypart**  
Figure 6: Lunch sources, 2023
- **Sandwich and burger LTOs make a comeback**  
Figure 7: Mintel LTO Tracker, Sandwiches and Burgers, 2022

### COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Wingstop launches chicken sandwich line-up as flavor experts**  
Figure 8: Wingstop Mango Habanero Chicken Sandwich, 2023
- **Panera offers exclusive merchandise to rewards members**  
Figure 9: MyPanera Week Online Store, 2023
- **Cross-marketing offers collaboration opportunities for brands**  
Figure 10: Nina Compton/Tabasco/Shake Shack Jazz-Fest-inspired culinary experience, 2023
- **Fast food chains elevate menus with premium offerings**  
Figure 11: Jack in the Box premium burger LTO, 2023

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## Sandwiches and Burgers - US - 2023



Report Price: £3695 | \$4995 | €4400

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

- **Subway brings back footlong pass**  
Figure 12: Subway Footlong Subscription
- **Brands capitalize on themed events**  
Figure 13: Carl's Jr. CBD-infused cheeseburger
- **Veggie Shack shakes up plant-based**  
Figure 14: Shake Shack Veggie Shack launch, 2023

### THE SANDWICH/BURGER CONSUMER – FAST FACTS

- **Leverage bold flavors to compete against diverse cuisines and competition**
- **Make AFH sandwiches/burgers stand out with unique offerings**
- **Highlight the convenience and value of sandwiches and burgers**

### SANDWICH/BURGER RESTAURANT VISITATION

- **LSRs are a top sandwich destination**  
Figure 15: Types of restaurants where sandwiches have been ordered in past three months, 2023
- **Consumers seek quick, convenient and affordable burger experiences**  
Figure 16: Types of restaurants where sandwiches/burger have been ordered in past three months, 2023

### FREQUENCY OF ORDERING

- **AFH sandwich ordering holds steady**  
Figure 17: Frequency of ordering sandwiches, 2023  
Figure 18: Reasons for decreased ordering of sandwiches, 2023
- **Men are ordering sandwiches more compared to a year ago**  
Figure 19: Frequency of ordering sandwiches, by gender, 2023
- **Gen X and older are ordering sandwiches less**  
Figure 20: Frequency of ordering sandwiches, by generation, 2023
- **Consumers are split on burger occasions**  
Figure 21: Frequency of ordering burgers, 2023  
Figure 22: Reasons for decreased ordering of burgers, 2023
- **Burger order frequency plummeting with older consumers**  
Figure 23: Frequency of ordering burgers, by generation, 2023

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

## SANDWICH PREFERENCES

- **Differentiate from at-home sandwiches**  
Figure 24: Sandwich preferences, 2023
- **Women appreciate customizable bread**  
Figure 25: Sandwich preferences, by gender, 2023
- **Chicken sandwiches are a crowd pleaser**  
Figure 26: Sandwich preferences, by generation, 2023

## BURGER PREFERENCES

- **Beef is king**  
Figure 27: Burger preferences, 2023
- **Gen X and older stick to traditional burger offerings**  
Figure 28: Burger preferences, by generation, 2023
- **Unique proteins entice parents**  
Figure 29: Burger preferences, by parental status, 2023
- **Bacon adds flavor and comfort**  
Figure 30: Premium topping preferences, 2023
- **Millennials opt for premium ingredients that deliver on texture and taste**  
Figure 31: Premium topping preferences, by generation, 2023

## APPEALING INGREDIENTS

- **Premiumization conveys value**  
Figure 32: Appealing ingredients, 2023
- **Call-out unique ingredients to captivate female diners**  
Figure 33: Appealing ingredients, by gender, 2023
- **Get Millennials excited with out-of-the-box menu items**  
Figure 34: Appealing ingredients, by generation, 2023
- **Parents want more flavorful burger/sandwich combinations**  
Figure 35: Appealing ingredients, by parental status, 2023

## INTEREST IN DISCOUNTS

- **BOGOs promote trial of new offerings**  
Figure 36: Interest in discounts, 2023
- **Loyalty leans older**  
Figure 37: Interest in discounts, by generation, 2023

## BURGER/SANDWICH ATTITUDES

- **Short on time call for short on quality**  
Figure 38: Burger/sandwich attitudes, 2023
- **Women seek healthier alternatives and options on menus**  
Figure 39: Burger/sandwich attitudes, 2023
- **Digital ordering and delivery for younger diners**  
Figure 40: Burger/sandwich attitudes, by generation, 2023

## What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

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

- **Parents are willing to pay for enhanced offerings and convenience**

Figure 41: Burger/sandwich attitudes, by parental status, 2023

**APPENDIX – DATA SOURCES AND ABBREVIATIONS**

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.