

Family Midscale Restaurants - US - November 2012

Scope and Themes



“Family midscale restaurants offer a sit-down experience at low prices with menus that tend to have something for everyone. However, over time, this segment has lost some excitement and is currently facing competition from segments with better pricing, more upscale items, and better overall dining experiences. Health initiatives, value, and variety should be the top priorities in this segment.”

– Bethany Wall, Foodservice Analyst

In this report we answer the key questions:

- **Where’s the excitement?**
- **Who are the new competitors to family midscale restaurants?**
- **What can family midscale restaurants do to drive traffic?**
- **How can family midscale restaurants get in touch with consumer wants?**

Family restaurants have long been known for their breakfast offerings. However, this business has not been strong enough to carry these restaurants through the recession with positive sales growth. Consumers are continuing to restrict restaurant visits and cook at home more instead. According to section *Changes in Behavior*, 51% of respondents who have visited a family restaurant in the past month indicated they have increased the amount they cook at home instead of visiting family restaurants compared to last year.

In addition, with the emergence of fast casual restaurants, late night hours at fast food restaurants, and promotional.

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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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Scope and Themes

pricing at casual dining restaurants, family midscale restaurants are facing stiff competition. Family restaurants have answered back with promotions, new items, and rebranding efforts to bring excitement back to the segment

Among the topics covered in this report are:

- What is driving the current family midscale restaurant market as well as future projections
- Marketing strategies across many advertising media as well as menu and pricing promotions
- Menu trends over the past three years covering multiple dayparts and menu sections
- Consumer ordering behavior, including usage, check average, party size, and items ordered
- Data revealing consumers' preferences and what influences purchase decisions
- Usage group breakdowns by demographics and their corresponding attitudes and behaviors

This report builds on the analysis presented in Mintel's *Family/Midscale Restaurants—U.S., November 2011* as well as the November 2009, August 2008, and July 2007 reports of the same title. Prior reports encompassed a broader restaurant segment under the titles *Family/Midscale and Casual Dining—U.S., October 2006*, and *Casual/Family Restaurants—U.S., July 2004* (and May 2002).

The report focuses on family midscale restaurant trends and menu analysis using Mintel's Menu Insights database as well as consumer survey analysis revealing behavior and attitudes toward the segment.

For the purposes of this report, Mintel defines family restaurants as full-service restaurants with checks frequently less than \$15 per person. Often these restaurants have specialized meal options for children and do not sell alcohol. Examples include International House of Pancakes (IHOP), Cracker Barrel, and Denny's.

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