

Sandwiches, Subs and Wraps - US - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The sandwich, sub, and wrap market has continued to engage consumers with premium, innovative, and tasty fare. Many fast casual sandwich stores and fast food chains are expanding units and growing sales."

– **Amanda Topper, Associate Director - Foodservice**

This report looks at the following areas:

However, the category is crowded, with grocery stores, convenience stores, and coffee shops creating a complex, competitive landscape. Sustained growth will hinge on meeting consumers' quest for value, taste, and freshness. This will need to be balanced with expectations for the choice, speed, and convenience prized by diverse, tech-savvy iGen and Millennial consumers.

- **Crowded landscape is getting ever more competitive**
- **Dining out less and other factors undercut sandwich shop purchases**
- **Buying sandwiches widely considered indulgent, and meats too processed**

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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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