

## Fast Casual Restaurants - US - February 2019

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

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"The fast casual restaurant segment continues to experience steady sales growth fueled by diners' interest in high-quality ingredients and better-for-you menu options in an accessible format."

**Hannah Spencer, Foodservice Analyst**

This report looks at the following areas:

- **Fast casuals lack distinctiveness**
- **Fast casuals must attract diners beyond lunchtime**

As restaurant segments blur with full service restaurants offering more convenient ordering options and fast food restaurants offering more premium ingredients, fast casuals struggle to retain their distinctiveness. Looking to 2019 and beyond, fast casual operators should focus on expanding international flavors, plant-based options, and dayparts beyond lunch to sustain their popularity.

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### What's Working?

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