

Hispanics and Quick Service Restaurants - US - July 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Hispanics are key to driving QSRs' growth
- Hispanics have different approaches to QSRs
- Use the restaurant atmosphere to stand out
- Introduce technology to drive engagement
- Offer healthier options for peace of mind



"The majority of Hispanics claim to be loyal to the QSRs they visit. However, there is only one group – QSR Embracers – that has a positive attitude toward the category, overall. Hispanics in other groups may need confirmation that eating fast food is right for them."

- **Juan Ruiz, Director of Hispanic Insights**

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