



Burger Trends: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the foodservice burger market
- How foodservice burgers will fare in a recession
- Burger menu trends and innovation opportunities
- Which innovations are driving the plant-based burger market forward

Burgers are a good opportunity for operators looking to drive traffic, especially in uncertain times. Not only are they popular with consumers on taste, as a means of flavor exploration and comfort, they solidly deliver on portability and customization, which allows operators to maintain and deliver on product integrity while facilitating off-premise operations. Still, there are challenges: product shortages, rising beef prices and suppressed consumer spending mean operators must prove the value of their offerings through ongoing promotions and LTOs. Cost-effective menu innovation can help operators navigate these challenges, while durable, flavorful and unique ingredients can lend value and keep consumers engaged even at home.



“Burgers are a foodservice favorite that offer flavor and ingredient versatility that makes them a comforting and convenient choice for consumers looking for familiarity or adventure in their quarantine cuisine.”

- Emma Allmann, Jr Analyst

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