

Dining Out Review: Volume I - Quick Service Restaurants - US - May 2004 (\$3995.00)

Between 1980 and 2001, the number of meals eaten out per household rose 14% as America continued its ongoing search for convenience. In particular, fast food restaurants (or quick service restaurants) saved time for consumers, and quick service restaurants steadily increased their share of the market from the early '70s through the mid-nineties. Today, sales continue to rise, but market share has not increased since 1995.

This report examines the hypothesis that to maintain rapid growth, the fast food market must become adept at keeping pace with shifts in consumer preferences for food. In the absence of such adaptation, fast food share of the foodservice market will be garnered by competitors such as convenience stores, ready-made food at groceries, fast-casual chains, and spruced up to-go service at full-service restaurants.

This report examines quick service commercial chain dining in the US. Quick service restaurants, also referred to as limited service restaurants (LSR) or fast food restaurants, provide inexpensive food and quick service, defined by the absence of table service. Food is typically ordered and paid for at the counter or drive-through window, prior to the meal and is either eaten on-premises or taken out. Typical check sizes for this segment are \$6 or less per person.

The market is comprised of the following market segments:

- Burgers
- Sandwiches
- Chicken
- Other (Asian, seafood, hot dogs, Italian beef, varied menu, etc.)

This report does not discuss pizza, coffee, donut and ice cream/yogurt shops, and other specialty restaurants, and also excludes foodservice.

Other Mintel reports of relevance include:

- Dining Out Review: Volume 1 - QSR - US - March 2002
- Dining Out Review: Volume II - Casual/Family Restaurants - US - May 2002
- Dining Out Review: Volume III - Pizza Restaurants - US - June 2002
- Ethnic Takeaway and Other Fast Food - UK - August 2002
- Coffee Shops - UK - January 2003
- Themed Restaurants - UK - March 2003
- Themed Pubs and Bars - UK - April 2003
- Eating Out Review - UK - June 2003
- Sandwiches - UK - July 2003
- Evening Eating Habits - UK - September 2003
- Lunchtime Eating Habits - UK - October 2003
- Seasonings - US - January 2004
- Coffeehouses - US - February 2004
- Pizza and Pasta Restaurants - UK - February 2004
- Chicken and Burger Bars - UK - March 2004
- Shelf Stable Meals - US - April 2004