

LSR: Sandwiches, Subs and Wraps Concepts - US - October 2014

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“The issues that sandwich, sub, and wrap concepts face stem from the versatility of the product itself. While consumers are clearly more than willing to go to a sandwich shop to eat, they can easily make a sandwich at home, go to a burger place, or skip out on the meal altogether.”

— Katrina Fajardo, Foodservice Analyst

This report looks at the following areas:

- The sandwich, sub, and wrap category is popular with Americans, but has stiff competition
- Consumers expect fresh ingredients, healthy options, and the ability to customize at sandwich, sub, and wrap locations
- Improvements in ordering methods and where consumers are eating their sandwiches lead the way to new menu options

The limited service sandwich, sub, and wrap category is utilized by 75% of Americans, but it is also up against stiff competition from limited service burger restaurants, healthier options, and meals from home. Sandwich, sub, and wrap restaurants have boosted their position in the market through upscale offerings, healthy breads and ingredients, and increased presence online and on mobile devices.

In order to keep this category top of mind among consumers, brands must offer sandwiches that are not easily made at home, create customizable menus that appeal to health-conscious consumers and treat-seekers, and utilize overlooked dayparts like breakfast and snacking.

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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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