

Fast Casual Restaurants - US - February 2018

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Even as things change, they still remain the same. The concept of quality food at an affordable price that launched the fast casual segment has remained a key association.

However, as dining habits shift and the landscape gets more competitive, fast casuals look beyond what worked in the past and focus on what lies ahead, including more premium beverages and automation as well as the showcasing of specialty concepts on a mainstream stage.

This report looks at the following areas:

- Fast casuals struggle to capture dinner appeal
- Chipotle needs to make an effort to reach broader demographics

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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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