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Limited-Service Restaurants in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflationary period eases, while return to office continues to intensify
- Chicken limited-service restaurants performs well, while Charged Lemonade exits
- The growth of a barbell-shaped menu strategy

PROSPECTS AND OPPORTUNITIES

- Menu innovation will continue, loyalty apps will abound, and in the distance, electric charging presents new opportunities
- California's minimum wage takes effect, while regulatory changes remain to be seen
- Delivery continues to expand rapidly, but pushback is starting to grow

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Consumer Foodservice in the US - Industry Overview

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DISCLAIMER

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