

Quick Service Restaurants - US - May 2017

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"The core reasons consumers visit fast food restaurants have remained fairly stable; however, innovation in technology and new forms of competition create different levels of expectation from consumers. Fast food operators consistently have to determine when it's smart to innovate and when it's best not to."

- **Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- Discount supermarkets receive modern, health forward updates
- Fast food faces a customization struggle
- Urban and suburban Millennials are not one and the same

This Report investigates consumer attitudes, preferences and behaviors surrounding QSRs. The Report also highlights visitation to leading QSR chains. While this Report touches on other dining segments and retail segments, such as grocery stores and convenience stores, this Report exclusively focuses on QSRs. This Report builds on the analysis presented in *Quick Service Restaurants – US, May 2016*.

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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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