

# US Restaurants Industry: Growing Importance of Quick Service Restaurants Segment

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## Abstracts

The U.S. Restaurant industry has produced 16 consecutive years of real sales growth. Key factors behind this extended growth in restaurant sales include rising population, increasing real disposable income per capita, trend towards busier lifestyles, rise in spending on entertainment, and improved availability of good-quality dining options.

Over the last few years, the rapid growth of fast-casual chains has provided consumers a suitable source of flavorful food at reasonable prices, which offers a tempting alternative to cooking at home.

On the other hand, the full-service restaurant industry continues to have a positive long-term outlook overall, supported in part by favorable demographic changes and consumer eating habits, a strong supply and demand balance, and superior restaurant services.

The report focuses on the U.S Restaurants Industry – its size, growth rate, trends, growth drivers, opportunities etc. Full service and Quick service restaurant segments have been covered separately in the report. In addition, the report covers statistics on quick service hamburger market.

The report profiles most of the major industry players, including their financial information, and key business strategies.

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