

U.S. Fast Casual Restaurant Market By Food Type (Burger/Sandwich, Pizza/Pasta, Asian/Latin American Food, Chicken, Others) , By Mode of Operation (Dine-in, Takeaway) By Nature (Franchised, Standalone) : Opportunity Analysis and Industry Forecast, 2023-2032

<https://marketpublishers.com/r/U5BB20A52475EN.html>

Date: November 2024

Pages: 70

Price: US\$ 2,000.00 (Single User License)

ID: U5BB20A52475EN

Abstracts

U.S. Fast Casual Restaurant Market

The U.S. fast casual restaurant market was valued at \$50.6 billion in 2022 and is projected to reach \$121.3 billion by 2032, growing at a CAGR of 9% from 2023 to 2032.

A fast casual restaurant combines the convenience of quick-service food with the quality and experience of casual dining. The key highlights of fast casual restaurants include instant service, use of fresh ingredients, and customizable menu options. In addition, these restaurants gain advantages over other dining establishments owing to their broad demographic appeal and market adaptability.

Increase in demand for quick, good-quality meals among individuals that aligns with their busy lifestyles has been a key driver of the U.S. fast casual restaurant market. In addition, the availability of multiple options and customizations on the basis of dietary requirements of individuals has enhanced their preference for fast casual restaurants, which has augmented the development of the market. Shift toward sustainability is becoming a prominent trend among fast casual restaurants in the U.S. as several restaurants are making local ingredient sourcing, waste reduction, and use of eco-friendly utensils & cutlery as their key highlights to garner a large base of customers. Furthermore, to align with the sustainability trend, restaurant owners are focusing on

transparency by sharing stories of their workflow and supply chains with their diners.

However, increase in industry saturation and competition owing to the advent of multiple food service segments such as fast-food chains, cloud kitchens, and meal kit providers is hampering the development of the U.S. fast casual restaurant market. Moreover, rise in the prices of raw materials and ingredients in the U.S. impacts the profitability of fast casual restaurant owners, thereby restraining the market growth notably. According to CNN Business—a financial news website—grocery prices in the U.S. in 2024 were up by 27% in comparison to February 2020. Furthermore, the latest Consumer Price Index report states that grocery prices in November 2024 were 1.6% higher in the U.S. as compared to November 2023. On the contrary, several fast casual restaurant owners are focusing on expanding their delivery services and establishing ghost kitchens, which is anticipated to present remunerative opportunities for market growth.

Segment Review

The U.S. fast casual restaurant market is segmented into food type, mode of operation, and nature. On the basis of food type, the market is divided into burger/sandwich, pizza/pasta, Asian/Latin American food, chicken, and others. According to mode of operation, it is bifurcated into dine-in and takeaway. By nature, it is classified into franchised and standalone.

Key Findings

On the basis of food type, the burger/sandwich segment held the highest market share in 2023.

According to mode of operation, the dine-in segment dominated the market in 2023.

By nature, the franchised segment was the highest shareholder in 2023.

Competition Analysis

The major players in the U.S. fast casual restaurant market include Chipotle Mexican Grill, Panera Bread, Shake Shack, Blaze Pizza, MOD Pizza, Sweetgreen, Noodles & Company, Five Guys, Qdoba Mexican Eats, and Zoe's Kitchen. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive

market.

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Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

Product Consumption Analysis

Reimbursement Scenario

SWOT Analysis

Volume Market Size and Forecast

Key Market Segments

By Food Type

Burger/Sandwich

Pizza/Pasta

Asian/Latin American Food

Chicken

Others

By Mode Of Operation

Dine-in

Takeaway

By Nature

Franchised

Standalone

Key Market Players

Chipotle Mexican Grill

Panera Bread

Shake Shack

Blaze Pizza

MOD Pizza

Sweetgreen

Noodles & Company

Five Guys

Qdoba Mexican Eats

Zoe's Kitchen

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: U.S. FAST CASUAL RESTAURANT MARKET, BY FOOD TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Food Type
- 4.2. Burger/Sandwich
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

4.3. Pizza/Pasta

4.3.1. Key Market Trends, Growth Factors and Opportunities

4.4. Asian/Latin American Food

4.4.1. Key Market Trends, Growth Factors and Opportunities

4.5. Chicken

4.5.1. Key Market Trends, Growth Factors and Opportunities

4.6. Others

4.6.1. Key Market Trends, Growth Factors and Opportunities

CHAPTER 5: U.S. FAST CASUAL RESTAURANT MARKET, BY MODE OF OPERATION

5.1. Market Overview

5.1.1 Market Size and Forecast, By Mode Of Operation

5.2. Dine-in

5.2.1. Key Market Trends, Growth Factors and Opportunities

5.3. Takeaway

5.3.1. Key Market Trends, Growth Factors and Opportunities

CHAPTER 6: U.S. FAST CASUAL RESTAURANT MARKET, BY NATURE

6.1. Market Overview

6.1.1 Market Size and Forecast, By Nature

6.2. Franchised

6.2.1. Key Market Trends, Growth Factors and Opportunities

6.3. Standalone

6.3.1. Key Market Trends, Growth Factors and Opportunities

CHAPTER 7: COMPETITIVE LANDSCAPE

7.1. Introduction

7.2. Top Winning Strategies

7.3. Product Mapping Of Top 10 Player

7.4. Competitive Dashboard

7.5. Competitive Heatmap

7.6. Top Player Positioning,2022

CHAPTER 8: COMPANY PROFILES

- 8.1. Chipotle Mexican Grill
 - 8.1.1. Company Overview
 - 8.1.2. Key Executives
 - 8.1.3. Company Snapshot
 - 8.1.4. Operating Business Segments
 - 8.1.5. Product Portfolio
 - 8.1.6. Business Performance
 - 8.1.7. Key Strategic Moves and Developments
- 8.2. Panera Bread
 - 8.2.1. Company Overview
 - 8.2.2. Key Executives
 - 8.2.3. Company Snapshot
 - 8.2.4. Operating Business Segments
 - 8.2.5. Product Portfolio
 - 8.2.6. Business Performance
 - 8.2.7. Key Strategic Moves and Developments
- 8.3. Shake Shack
 - 8.3.1. Company Overview
 - 8.3.2. Key Executives
 - 8.3.3. Company Snapshot
 - 8.3.4. Operating Business Segments
 - 8.3.5. Product Portfolio
 - 8.3.6. Business Performance
 - 8.3.7. Key Strategic Moves and Developments
- 8.4. Blaze Pizza
 - 8.4.1. Company Overview
 - 8.4.2. Key Executives
 - 8.4.3. Company Snapshot
 - 8.4.4. Operating Business Segments
 - 8.4.5. Product Portfolio
 - 8.4.6. Business Performance
 - 8.4.7. Key Strategic Moves and Developments
- 8.5. MOD Pizza
 - 8.5.1. Company Overview
 - 8.5.2. Key Executives
 - 8.5.3. Company Snapshot
 - 8.5.4. Operating Business Segments
 - 8.5.5. Product Portfolio
 - 8.5.6. Business Performance

- 8.5.7. Key Strategic Moves and Developments
- 8.6. Sweetgreen
 - 8.6.1. Company Overview
 - 8.6.2. Key Executives
 - 8.6.3. Company Snapshot
 - 8.6.4. Operating Business Segments
 - 8.6.5. Product Portfolio
 - 8.6.6. Business Performance
 - 8.6.7. Key Strategic Moves and Developments
- 8.7. Noodles And Company
 - 8.7.1. Company Overview
 - 8.7.2. Key Executives
 - 8.7.3. Company Snapshot
 - 8.7.4. Operating Business Segments
 - 8.7.5. Product Portfolio
 - 8.7.6. Business Performance
 - 8.7.7. Key Strategic Moves and Developments
- 8.8. Five Guys
 - 8.8.1. Company Overview
 - 8.8.2. Key Executives
 - 8.8.3. Company Snapshot
 - 8.8.4. Operating Business Segments
 - 8.8.5. Product Portfolio
 - 8.8.6. Business Performance
 - 8.8.7. Key Strategic Moves and Developments
- 8.9. Qdoba Mexican Eats
 - 8.9.1. Company Overview
 - 8.9.2. Key Executives
 - 8.9.3. Company Snapshot
 - 8.9.4. Operating Business Segments
 - 8.9.5. Product Portfolio
 - 8.9.6. Business Performance
 - 8.9.7. Key Strategic Moves and Developments
- 8.10. Zoe's Kitchen
 - 8.10.1. Company Overview
 - 8.10.2. Key Executives
 - 8.10.3. Company Snapshot
 - 8.10.4. Operating Business Segments
 - 8.10.5. Product Portfolio

8.10.6. Business Performance

8.10.7. Key Strategic Moves and Developments

LIST OF TABLES

TABLE 1. U.S. FAST CASUAL RESTAURANT MARKET, BY FOOD TYPE, 2023 - 2032 (\$BILLION)

TABLE 2. U.S. FAST CASUAL RESTAURANT MARKET, BY MODE OF OPERATION, 2023 - 2032 (\$BILLION)

TABLE 3. U.S. FAST CASUAL RESTAURANT MARKET, BY NATURE, 2023 - 2032 (\$BILLION)

TABLE 4. CHIPOTLE MEXICAN GRILL: KEY EXECUTIVES

TABLE 5. CHIPOTLE MEXICAN GRILL: COMPANY SNAPSHOT

TABLE 6. CHIPOTLE MEXICAN GRILL: OPERATING SEGMENTS

TABLE 7. CHIPOTLE MEXICAN GRILL: PRODUCT PORTFOLIO

TABLE 8. CHIPOTLE MEXICAN GRILL: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 9. PANERA BREAD: KEY EXECUTIVES

TABLE 10. PANERA BREAD: COMPANY SNAPSHOT

TABLE 11. PANERA BREAD: OPERATING SEGMENTS

TABLE 12. PANERA BREAD: PRODUCT PORTFOLIO

TABLE 13. PANERA BREAD: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 14. SHAKE SHACK: KEY EXECUTIVES

TABLE 15. SHAKE SHACK: COMPANY SNAPSHOT

TABLE 16. SHAKE SHACK: OPERATING SEGMENTS

TABLE 17. SHAKE SHACK: PRODUCT PORTFOLIO

TABLE 18. SHAKE SHACK: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 19. BLAZE PIZZA: KEY EXECUTIVES

TABLE 20. BLAZE PIZZA: COMPANY SNAPSHOT

TABLE 21. BLAZE PIZZA: OPERATING SEGMENTS

TABLE 22. BLAZE PIZZA: PRODUCT PORTFOLIO

TABLE 23. BLAZE PIZZA: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 24. MOD PIZZA: KEY EXECUTIVES

TABLE 25. MOD PIZZA: COMPANY SNAPSHOT

TABLE 26. MOD PIZZA: OPERATING SEGMENTS

TABLE 27. MOD PIZZA: PRODUCT PORTFOLIO

TABLE 28. MOD PIZZA: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 29. SWEETGREEN: KEY EXECUTIVES

TABLE 30. SWEETGREEN: COMPANY SNAPSHOT

TABLE 31. SWEETGREEN: OPERATING SEGMENTS

TABLE 32. SWEETGREEN: PRODUCT PORTFOLIO

TABLE 33. SWEETGREEN: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 34. NOODLES AND COMPANY: KEY EXECUTIVES

TABLE 35. NOODLES AND COMPANY: COMPANY SNAPSHOT

TABLE 36. NOODLES AND COMPANY: OPERATING SEGMENTS

TABLE 37. NOODLES AND COMPANY: PRODUCT PORTFOLIO

TABLE 38. NOODLES AND COMPANY: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 39. FIVE GUYS: KEY EXECUTIVES

TABLE 40. FIVE GUYS: COMPANY SNAPSHOT

TABLE 41. FIVE GUYS: OPERATING SEGMENTS

TABLE 42. FIVE GUYS: PRODUCT PORTFOLIO

TABLE 43. FIVE GUYS: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 44. QDOBA MEXICAN EATS: KEY EXECUTIVES

TABLE 45. QDOBA MEXICAN EATS: COMPANY SNAPSHOT

TABLE 46. QDOBA MEXICAN EATS: OPERATING SEGMENTS

TABLE 47. QDOBA MEXICAN EATS: PRODUCT PORTFOLIO

TABLE 48. QDOBA MEXICAN EATS: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 49. ZOE'S KITCHEN: KEY EXECUTIVES

TABLE 50. ZOE'S KITCHEN: COMPANY SNAPSHOT

TABLE 51. ZOE'S KITCHEN: OPERATING SEGMENTS

TABLE 52. ZOE'S KITCHEN: PRODUCT PORTFOLIO

TABLE 53. ZOE'S KITCHEN: KEY STRATEGIC MOVES AND DEVELOPMENTS

LIST OF FIGURES

FIGURE 1. U.S. FAST CASUAL RESTAURANT MARKET,2023 - 2032

FIGURE 2. SEGMENTATION OF U.S. FAST CASUAL RESTAURANT MARKET,2023 - 2032

FIGURE 3. TOP INVESTMENT POCKET IN U.S. FAST CASUAL RESTAURANT MARKET,2023 - 2032

FIGURE 4. MODERATE BARGAINING POWER OF BUYERS

FIGURE 5. MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 6. MODERATE THREAT OF NEW ENTRANTS

FIGURE 7. LOW THREAT OF SUBSTITUTION

FIGURE 8. HIGH COMPETITIVE RIVALRY

FIGURE 9. OPPORTUNITIES, RESTRAINTS AND DRIVERS: U.S. FAST CASUAL RESTAURANT MARKET

FIGURE 10. U.S. FAST CASUAL RESTAURANT MARKET , BY FOOD TYPE,2023 - 2032 (\$BILLION)

FIGURE 11. U.S. FAST CASUAL RESTAURANT MARKET , BY MODE OF

OPERATION,2023 - 2032 (\$BILLION)

FIGURE 12. U.S. FAST CASUAL RESTAURANT MARKET , BY NATURE,2023 - 2032 (\$BILLION)

FIGURE 13. TOP WINNING STRATEGIES, BY YEAR, 2021-2023*

FIGURE 14. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2021-2023*

FIGURE 15. TOP WINNING STRATEGIES, BY COMPANY, 2021-2023*

FIGURE 16. PRODUCT MAPPING OF TOP 10 PLAYERS

FIGURE 17. COMPETITIVE DASHBOARD

FIGURE 18. COMPETITIVE HEATMAP: U.S. FAST CASUAL RESTAURANT MARKET

FIGURE 19. TOP PLAYER POSITIONING,2022

FIGURE 20. CHIPOTLE MEXICAN GRILL: NET SALES, 2021-2023 (\$BILLION)

FIGURE 21. CHIPOTLE MEXICAN GRILL: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 22. CHIPOTLE MEXICAN GRILL: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 23. PANERA BREAD: NET SALES, 2021-2023 (\$BILLION)

FIGURE 24. PANERA BREAD: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 25. PANERA BREAD: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 26. SHAKE SHACK: NET SALES, 2021-2023 (\$BILLION)

FIGURE 27. SHAKE SHACK: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 28. SHAKE SHACK: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 29. BLAZE PIZZA: NET SALES, 2021-2023 (\$BILLION)

FIGURE 30. BLAZE PIZZA: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 31. BLAZE PIZZA: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 32. MOD PIZZA: NET SALES, 2021-2023 (\$BILLION)

FIGURE 33. MOD PIZZA: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 34. MOD PIZZA: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 35. SWEETGREEN: NET SALES, 2021-2023 (\$BILLION)

FIGURE 36. SWEETGREEN: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 37. SWEETGREEN: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 38. NOODLES AND COMPANY: NET SALES, 2021-2023 (\$BILLION)

FIGURE 39. NOODLES AND COMPANY: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 40. NOODLES AND COMPANY: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 41. FIVE GUYS: NET SALES, 2021-2023 (\$BILLION)

FIGURE 42. FIVE GUYS: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 43. FIVE GUYS: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 44. QDOBA MEXICAN EATS: NET SALES, 2021-2023 (\$BILLION)

FIGURE 45. QDOBA MEXICAN EATS: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 46. QDOBA MEXICAN EATS: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 47. ZOE'S KITCHEN: NET SALES, 2021-2023 (\$BILLION)

FIGURE 48. ZOE'S KITCHEN: REVENUE SHARE, BY SEGMENT, 2022 (%)

FIGURE 49. ZOE'S KITCHEN: REVENUE SHARE, BY REGION, 2023 (%)

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