

# **Global Fast Casual Restaurant Market Size study, by Food Type (Burger/Sandwich, Pizza/Pasta, Asian/Latin American Food, Chicken, Others), by Mode of Operation (Dine-in, Takeaway), by Nature (Franchised, Standalone), and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Fast Casual Restaurant Market is valued at approximately USD 112.77 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 10.4% over the forecast period 2024-2032. Fast casual restaurants represent a vibrant segment of the food service industry, distinguished by their commitment to offering quick service, freshly prepared meals, and a comfortable dining environment. Unlike traditional fast-food outlets, these establishments focus on providing higher quality ingredients and diverse menu options, ranging from salads and sandwiches to bowls and limited alcoholic beverages. The strategic use of technology, such as online ordering and automated kitchen operations, enhances customer convenience and operational efficiency, driving market growth.

The growth of the fast casual restaurant market is propelled by the low barriers to entry and the potential for high profitability, which has encouraged a surge of new entrants in both developed and developing regions. The fast casual model, characterized by its efficient service and relatively high average ticket prices, allows for strong profit margins. For instance, a 2021 analysis by Technomic revealed that the average profit margin for fast casual restaurants is around 6-8%, compared to 3-5% for quick-service restaurants. This combination of lower startup costs and higher profitability potential makes the fast casual segment an appealing option for both new and existing operators in the restaurant industry. The fast casual restaurant sector is poised to benefit from technological advancements that enhance operational efficiency and customer satisfaction. The integration of digital solutions such as scheduling software, automated

inventory management, and digital preservation systems has transformed the industry's operational landscape. However, the market faces challenges such as economic uncertainties and shifts in consumer spending habits, which can impact foot traffic and overall restaurant performance. The higher price points associated with premium dining experiences at fast casual restaurants may limit their target customer base to higher-income individuals.

Regionally, North America dominated the market, capturing a 45.1% share in 2022. The region's consumers have shown a marked preference for healthier food options, driving demand for natural, clean-label, and organically grown products. The competitive environment is shaped by rising labor costs, high interest rates, and steady economic growth, necessitating continuous adaptation and innovation by market players. Companies such as Shake Shack have responded by offering diverse menus and embracing new business models and technologies to stay competitive. The trend towards fast casual dining is fueled by the busy lifestyles of North American consumers who prioritize convenience without compromising on quality.

The key regions considered for the global XXXX Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the XXXX Market in terms of revenue. The market growth in the region is largely due to the maturity of the market and the high concentration of leading fast casual brands such as Chipotle Mexican Grill and Panera Bread. The U.S. has a well-established fast casual segment with a strong consumer preference for higher-quality, customizable dining options, contributing to North America's leading position. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by rapid urbanization, increasing disposable incomes, and a growing middle class in countries like China and India. As consumer tastes shift towards healthier and more diverse dining options, the fast casual sector is expanding quickly in this region, with international and local brands capitalizing on the rising demand for quality, convenient dining experiences. The combination of economic growth and evolving consumer preferences is fueling the fast-paced expansion of the fast casual restaurant market in Asia-Pacific.

Major market player included in this report are:

Erbert & Gerbert's Sandwich Shop

Tortilla Mexican Grill Plc.

Five Guys Enterprises, LLC.

Famous Brands Limited

Panda Restaurant Group, Inc.

Exki SA

Zaxby's Franchising LLC  
Restaurant Brands International Inc.  
Chipotle Mexican Grill  
Wingstop Restaurants, Inc.  
Panera Bread Company  
Shake Shack Inc.  
Blaze Pizza LLC  
Sweetgreen, Inc.  
Zoe's Kitchen, Inc.

The detailed segments and sub-segment of the market are explained below:

By Food Type

Burger/Sandwich

Pizza/Pasta

Asian/Latin American Food

Chicken

Others

By Mode of Operation

Dine-in

Takeaway

By Nature

Franchised

Standalone

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

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