

# US Fast Food Market Forecast to 2014

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## Abstracts

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Globally, US maintained its position as one of the leading fast food nations even during the tough post recessionary scenarios. The fast food market in the country has been witnessing rapid growth on the back of positive developments and presence of massive investments. Currently, the market growth is largely fuelled by the rising young population and increasing disposable income of the middle-class households. Some of the unique properties of fast food like quick served, cost advantage, etc are making them highly popular among Americans. With more than half of the food consumed away from home, US offer enormous opportunities for both domestic as well as international players.

According to our research “US Fast Food Market Forecast to 2014”, the US fast food industry is growing faster than the restaurant industry on account of comparative cost advantage and increasing young population. Though, the fast food consumption in the country had declined during global crisis, economic recovery coupled with cheap and innovative menu had fueled the sales in 2010. Besides, huge investments in promotional activities by leading industry players have also boost the nation’s fast food industry. Many such positive factors are contributing to the growth of the fast food market in the US, which is likely to register a CAGR growth of around 4% in a short period spanning from 2011 to 2014.

Our research unveiled that the burger segment hold the largest share among various fast food segments including sandwich, pizza/pasta, Mexican food items, snacks, etc. This segment is continuously gaining space in everyday life with its affordable, easily accessible, and cheap advantages. Besides, entry of various industry players and their

innovative menu further helps this mass food to increase its share in consumption pattern.

“US Fast Food Market Forecast to 2014” is an outcome of an in-depth research and prudent analysis of industry performance and current market trends that are impacting US fast food market. The report covers all the important aspects of market and broadly illustrates each one of them. The report will help clients to understand the market dynamics and obtain an insight on the current and the future outlook of fast food market in the US.

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