

# **United States Quick Service Restaurants Market, By Service (Eat-in, Takeaway, Drive-through, Home Delivery), By Outlet (Chained Outlets, Independent Outlets), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/UA4A416236EBEN.html>

Date: April 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: UA4A416236EBEN

## **Abstracts**

### **Market Overview**

The United States Quick Service Restaurants (QSR) Market was valued at USD 440.32 Billion in 2024 and is projected to grow at a CAGR of 8.93% to reach USD 735.66 Billion by 2030. This multi-billion-dollar industry is driven by consumer preferences for convenience, affordability, and variety. Dominated by established players such as McDonald's, Burger King, and Wendy's, the market is also seeing the rise of fast-casual and niche brands. The sector is undergoing transformation due to advancements in mobile ordering, AI-powered personalization, and automation. Health-conscious menus and plant-based alternatives are also gaining momentum as consumer tastes evolve. Despite challenges including labor shortages, inflationary food costs, and evolving regulations, the QSR industry continues to expand, propelled by digital innovation, drive-thru enhancements, and a focus on seamless customer experiences.

### **Key Market Drivers**

#### **Health Convenience and Changing Consumer Lifestyles**

The increasingly busy lifestyles of U.S. consumers have significantly contributed to the growth of the Quick Service Restaurants (QSR) market. With longer work hours, dual-income households, and fast-paced urban living, consumers are leaning towards quick, accessible meal options. QSRs are well-positioned to serve this need through

convenient services such as drive-thrus, mobile apps, and third-party delivery platforms like DoorDash, Uber Eats, and Grubhub. These digital tools enhance accessibility and speed, meeting the expectations of time-sensitive consumers. As urbanization intensifies and demand for on-the-go meals rises, the role of QSRs as essential food service providers continues to strengthen, supporting sustained market growth.

## Key Market Challenges

### Labor Shortages and Rising Wages

The U.S. QSR market is currently facing a significant challenge in the form of ongoing labor shortages and increased wage requirements. Fast food operations depend heavily on labor for cooking, customer interaction, and delivery. However, high turnover rates and difficulties in workforce retention have disrupted operations post-pandemic. In response, many states have implemented higher minimum wages, which has put pressure on QSR profit margins. To mitigate these issues, companies are turning to automation, self-service kiosks, and AI-enabled kitchen systems. While these solutions can improve efficiency, their implementation involves substantial initial costs, posing challenges for smaller operators. Furthermore, understaffed locations often suffer from longer wait times and reduced service quality, affecting customer satisfaction and brand loyalty.

## Key Market Trends

### Expansion of Ghost Kitchens and Virtual Brands

One of the most notable trends in the U.S. QSR market is the proliferation of ghost kitchens and virtual restaurant brands. Ghost kitchens—delivery-only kitchens with no dine-in facilities—are gaining popularity due to their cost efficiency and ability to meet rising online delivery demand. These kitchens operate with lower overhead and allow brands to scale quickly without investing in physical storefronts. In addition, many traditional QSRs are launching virtual brands, which operate out of existing kitchens and focus on niche markets such as plant-based or late-night fare. Supported by third-party delivery services like Grubhub, Uber Eats, and DoorDash, this model allows experimentation with minimal risk. As digital ordering becomes mainstream, ghost kitchens and virtual brands are set to play an increasingly vital role in market growth.

## Key Market Players

CFA Properties, Inc.

Chipotle Mexican Grill, Inc.

Domino's Pizza Inc.

Ilitch Holdings, Inc.

Inspire Brands, Inc.

McDonald's Corporation

Papa John's International, Inc.

Restaurant Brands International Inc.

The Wendy's Company

Yum! Brands, Inc.

#### Report Scope:

In this report, the United States Quick Service Restaurants Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### United States Quick Service Restaurants Market, By Service:

Eat-in

Takeaway

Drive-through

Home Delivery

#### United States Quick Service Restaurants Market, By Outlet:

Chained Outlets

Independent Outlets

United States Quick Service Restaurants Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Quick Service Restaurants Market.

Available Customizations:

United States Quick Service Restaurants Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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