

## **United States Fast Casual Restaurant Market Report and Forecast 2024-2032**

Market Report | 2024-07-18 | 200 pages | EMR Inc.

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### **Report description:**

United States Fast Casual Restaurant Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the United States fast casual restaurant market size reached approximately USD 45.58 billion in 2023. Aided by evolving consumer preferences and innovative dining concepts, the market is projected to grow at a CAGR of 6.4% between 2024 and 2032, reaching a value of around USD 80.02 billion by 2032.

Fast casual restaurants represent a dining segment that combines elements of both fast food and casual dining. They offer a higher quality of food and dining experience than traditional fast-food establishments while maintaining the convenience and speed that are hallmarks of the fast food industry. This segment has grown significantly in recent years, driven by consumer demand for better quality, healthier options, and a more engaging dining experience.

The United States fast casual restaurant market is undergoing dynamic changes, driven by evolving consumer preferences, innovative dining concepts, and technological advancements.

One of the most significant United States fast casual restaurant market trends is the shift in consumer preferences towards healthier, high-quality food options. Modern consumers, particularly Millennials and Generation Z, prioritise fresh ingredients, nutritional transparency, and sustainable sourcing. Fast casual restaurants, positioned between traditional fast food and full-service dining, cater to these demands by offering a diverse range of menu options that emphasise fresh, wholesome ingredients. The focus on quality and health has led to the proliferation of salad bars, grain bowls, and other nutritious offerings that appeal to health-conscious diners. This trend is driving the growth and differentiation of fast casual restaurants from other dining segments.

Innovation in dining concepts is another key driver of the United States fast casual restaurant market growth. Operators are constantly exploring new themes and culinary trends to attract and retain customers. Ethnic cuisines, fusion dishes, and unique flavour profiles are gaining popularity, reflecting the diverse culinary interests of American consumers. Concepts such as build-your-own meals, where customers can customise their dishes with a variety of ingredients, have become particularly successful. Additionally, the incorporation of plant-based and vegan options is on the rise, catering to the increasing number of consumers adopting vegetarian and vegan diets. The emphasis on innovative dining experiences is helping fast casual restaurants stand out in a competitive market.

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Technological advancements are playing a crucial role in transforming the United States fast casual restaurant market development. The adoption of digital technologies, such as online ordering, mobile apps, and self-service kiosks, is enhancing customer convenience and streamlining operations. Many fast casual restaurants are leveraging data analytics to gain insights into customer preferences, optimise menu offerings, and improve service efficiency. Contactless payment options and loyalty programmes integrated with mobile apps are also becoming standard, offering a seamless and personalised dining experience. The integration of technology is not only improving operational efficiency but also enhancing customer satisfaction and loyalty. Health and wellness trends are significantly influencing the United States fast casual restaurant market growth. Consumers are increasingly seeking out restaurants that offer organic, non-GMO, and locally sourced ingredients. Fast casual operators are responding by highlighting these attributes in their menu offerings and marketing strategies. Nutritional transparency, including the clear labelling of calorie counts and allergen information, is becoming a key factor in attracting health-conscious customers. The demand for gluten-free, low-carb, and keto-friendly options is also rising, prompting restaurants to diversify their menus to meet these specific dietary needs. The alignment with health and wellness trends is a critical factor driving the appeal and growth of fast casual restaurants.

Sustainability and ethical sourcing are becoming increasingly important in the United States fast casual restaurant market development. Consumers are more aware of the environmental and social impacts of their food choices and are seeking out restaurants that demonstrate a commitment to sustainability. Fast casual operators are incorporating eco-friendly practices, such as reducing plastic use, implementing recycling programmes, and sourcing ingredients from sustainable farms. The use of biodegradable packaging and efforts to minimise food waste are also gaining traction. By aligning with sustainable practices and ethical sourcing, fast casual restaurants are building brand loyalty and attracting environmentally conscious diners.

The expansion of delivery and takeout services is a notable trend aiding the United States fast casual restaurant market expansion. The rise of food delivery apps and platforms has made it easier for consumers to order meals from their favourite fast casual restaurants without leaving their homes. The COVID-19 pandemic accelerated the adoption of delivery and takeout services, and this trend is expected to continue as consumers appreciate the convenience it offers. Many fast casual operators are investing in robust delivery infrastructure, partnering with third-party delivery services, and optimizing their packaging for takeout. The focus on delivery and takeout is expanding the customer base and driving revenue growth for fast casual restaurants.

Despite the positive trends, the United States fast casual restaurant market development faces several challenges. The intense competition within the segment requires operators to continuously innovate and differentiate themselves. Labour shortages and rising labour costs are also significant challenges, impacting operational efficiency and profitability. Additionally, the need to maintain consistency in food quality and service across multiple locations can be demanding. However, successful fast casual operators are addressing these challenges by investing in employee training, leveraging technology to streamline operations, and maintaining a strong focus on customer service.

#### Market Segmentation

The United States fast casual restaurant market can be divided based on cuisine type, mode of operation, and nature, and region.

##### Market Breakup by Cuisine Type

- North American
- Italian
- Mexican
- Asian
- Others

##### Market Breakup by Mode of Operation

- Dine-in
- Takeaway

##### Market Breakup by Nature

- Franchised
- Standalone

##### Market Breakup by Region

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- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States fast casual restaurant market. Some of the major players explored in the report by Expert Market Research are as follows:

- Chipotle Mexican Grill, Inc
- Wingstop, Inc.
- Shake Shack, Inc.
- Sweetgreen, Inc.
- Portillo's Inc.
- El Pollo Loco Holdings, Inc.
- Noodles & Company
- Fiesta Restaurant Group, Inc.
- Potbelly Corporation
- Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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