

Limited-Service Restaurants in the US

February 2024

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Limited-Service Restaurants in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation leads to rises in menu prices and struggles to increase traffic Growth in pizza limited-service restaurants slows after dynamic pandemic period Brands in limited-service restaurants look to grow in additional dayparts

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Brands look to compete through outlet expansion Loyalty programmes – more important than ever for value-hungry consumers The broader effect of the California fast food minimum wage increase

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