

Fast Casual Restaurants Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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MOD Pizza

Sweetgreen

CAVA

Pret A Manger

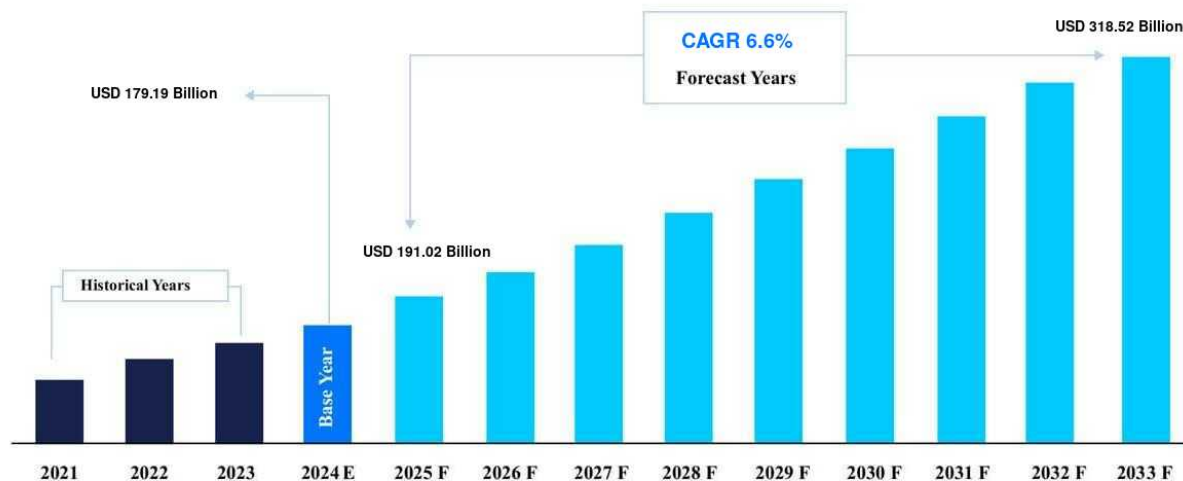
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
42%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

United Kingdom

China

Emerging Companies

Chipotle Mexican Grill

Panera Bread

Shake Shack

Market Trends

Growth Trends

- Growth in online ordering and food delivery services
- Increased preference for healthy and organic food options
- Expansion of fast-casual restaurants in emerging markets
- Technological advancements in food ordering and payment methods
- Increasing customization in food offerings
- Rise in consumer spending on dining out

Factors considered while calculating market size and share

- The current number of fast-casual restaurants operating domestically and internationally
- Revenue generated by these restaurants
- The average spend per consumer at fast-casual restaurants
- Market presence of key competitors and their market shares
- Consumer demographics and their eating habits
- Geographical distribution of the market - urban vs rural areas

Key Market Indicators

- Gross Domestic Product (GDP) growth rate
- Consumer Price Index (CPI)
- Disposable Income Levels
- Population growth rate
- Consumption & expenditure on fast casual dining
- Changes in lifestyle and eating habits

Disruptions due to the COVID-19 outbreak

The food and beverage industry has been impacted profoundly by the coronavirus outbreak. The outbreak started in China, resulting in a lockdown and the cessation of dine-in activities nationwide. The demand for food from fast-casual restaurants in China is expected to reduce. Similarly, recent developments in the resurgence of the third wave of coronavirus are one of the major challenges the country is expected to face in the upcoming days.

Other Asian countries also faced the same predicament. Stringent rules across the Indian subcontinent disrupt the supply chain and interrupt production activities. In determining the pandemic's overall effects, the length of the viral spread is still important to consider. However, the dearth of workers is a disruption in the supply chain and is anticipated to remain a major challenge for the engaged stakeholders in the region.

Market Trends

Changing consumer preference towards fast-casual restaurants

The increase in fast-casual restaurants is attributed to changes in consumer preferences toward a healthy lifestyle. The significant transition toward healthy, natural, freshly prepared food provides impetus to fast-casual restaurants, which incorporate freshly prepared, minimally processed food in their menu. These restaurants are gaining much traction owing to their innovative offerings.

- For instance, Panera Bread, one of the leading fast-casual restaurant chains in the U.S., offers a diverse menu, including but not limited to low-fat and gluten-free items.

Furthermore, weight-conscious consumers can opt for half a portion of a meal or customize it to the thinner type of bread. This healthy customization option offered by fast casual restaurants drives the market's growth. One key factor driving this shift in preference is the growing emphasis on healthier eating habits. Consumers are increasingly conscious of the nutritional content and quality of their food. Fast-casual restaurants cater to these preferences by offering fresh ingredients, locally sourced produce, and customizable menu options. This allows customers to tailor their meals to meet their dietary needs and preferences.

Early adoption of advanced technologies

The rapidly transforming food service industry is giving much importance to adopting technologies for better and more efficient operations. With the incorporation of scheduling software, digital inventory tracking, automated purchasing tools, and digital reservation table managers, the food service industry has seen huge leaps in revenue generation, inventory management, customer satisfaction, and operation efficiency. Incorporating such software is expected to continue to serve as a lucrative opportunity for the engaged stakeholders in the fast-casual restaurant to manage queues, inventory, purchases, and other key operations.

The ordering and delivery process is one area where modern technology has a huge impact. Fast-casual restaurant owners are implementing online ordering systems, mobile apps, and self-service kiosks to enhance the convenience and efficiency of the ordering experience. These technologies enable customers to place their orders ahead of time, customize their meals, and even track their orders in real time. This streamlined approach improves customer satisfaction and increases restaurant owners' operational efficiency.

Market Segments

By Food Type

Pizza and pasta together account for 23-25% of the market, driven by the growing demand for Italian cuisine and the variety of menu options available in fast-casual dining settings



23-25%

Pizza/Pasta

By Mode of Operation

Takeaway services account for 35-40% of the market, driven by their growing popularity and convenience, particularly with the rise of delivery apps and the increasing demand for meals on the go.



35-40%

Takeaway

By Nature

Standalone restaurants hold XX% of the market share, typically catering to niche audiences and local communities with personalized offerings.



XX%

Standalone

Regional Overview

North America

North America holds the largest market share at 45%, with the United States accounting for 75-85% of the region's share. The region, particularly the U.S., dominates the fast-casual sector, driven by established brands, fast-paced urban lifestyles, and a growing demand for convenience, quality, and variety in food.



75-85%

United States Market Share

Europe

Europe holds a 25% market share, with the United Kingdom accounting for 30-35% of the region's share. The European market is growing steadily, driven by increasing demand for global flavors, healthier meal options, and innovative dining formats such as delivery services and self-order kiosks, especially in the U.K. and Germany.



30-35%

United Kingdom Market Share

APAC

The Asia Pacific region is emerging as a fast-growing market fueled by rapid urbanization, changing dietary habits, and a rising interest in international cuisines, particularly in China and India.



XX%

China Market Share

Regional Overview

Middle East and Africa

The Middle East and Africa region is in its nascent stage, with a growing appetite for international flavors and the rise of food delivery services, particularly in the UAE, Saudi Arabia, and South Africa.



XX%

United Arab Emirates Market Share

LATAM

Latin America is experiencing significant growth in the fast-casual sector, with Mexican and American-style restaurants leading the way in countries like Mexico and Brazil, as consumer preferences shift toward premium dining experiences.



XX%

Mexico Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Chipotle Mexican Grill	https://www.chipotle.com/	Newport Beach, CA, USA	1993	Brian Niccol, CEO	\$9.5B
Panera Bread	https://www.panerabread.com/	St. Louis, MO, USA	1987	Niren Chaudhary, CEO	\$5.8B
Shake Shack	https://www.shakeshack.com/	New York City, NY, USA	2004	Randy Garutti, CEO	\$1.2B
Five Guys	https://www.fiveguys.com/	Lorton, VA, USA	1986	Jerry Murrell, Founder	\$2.5B
Noodles & Company	https://www.noodles.com/	Broomfield, CO, USA	1995	Dave Boennighausen, CEO	\$1B

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