

Burger

Understand what's now and what's next for burgers with the *2017 Burger Consumer Trend Report*. Drive purchases by leveraging key menu and concept trend analysis along with actionable data from more than 1,500 consumers.

Components

46%

say it's very important that operators specify the type of beef they use

58%

say it's very important that they can customize their burger toppings

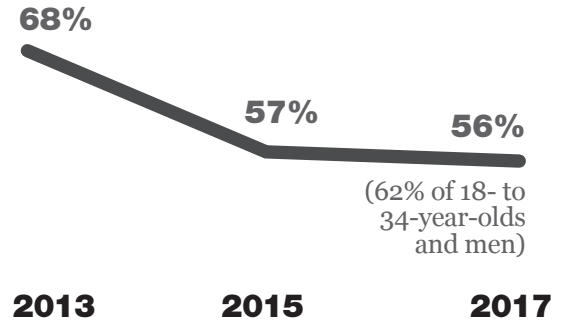
23%

would order fried-egg toppings
Up from 20% in 2015

59%

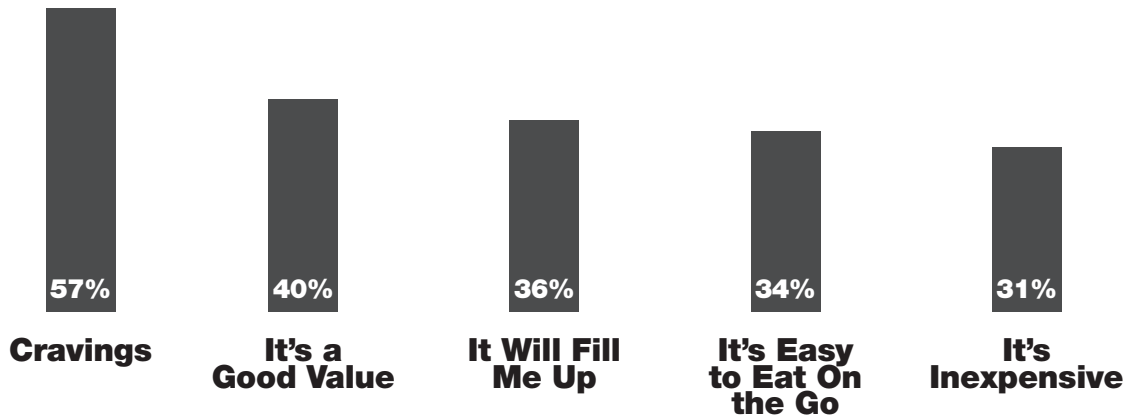
prefer seasoned fries with their burgers
Up from 53% in 2015

Consumption Weekly +

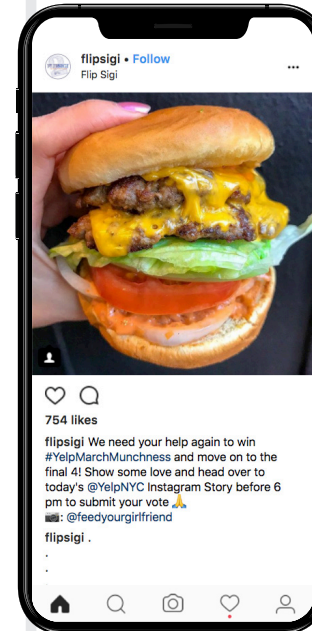


Purchase Drivers

"I purchase burgers because..."



Outlook Trends



Filipino Burgers

Pictured Left: Flip Sigi's Filipino Burger with Banana Catsup

Photo from Instagram: @FlipSigi

More Burger LTOs

Next-Level Veggie Burgers