



Industry News - AM **Burger consumption up from 2009**

By Michael Fielding on 7/7/2011

Burger consumption is up considerably since 2009, according to a new study by research firm Technomic. According to the Burger Consumer Trend Report, which examined behavior of more than 1,500 consumers, nearly half of today's consumers eat a burger at least once a week compared with 38 percent two years ago.

"The value menu is certainly a big part of this increase in burger consumption," Sara Monnette, Director of Consumer Research at Technomic, said in a release. "The better burger restaurants in the fast casual segment have put the burger top-of-mind for consumers, and even the quick-service chains have begun to respond and focus portions of their menus specifically on quality perceptions."

The importance of health attributes such as all-natural, hormone-free, steroid-free and antibiotic-free has grown since 2009. Half of consumers now say it is important to them that the meat used to make their burger is steroid-free.

"The specialty burger craze has driven growth in a way that is almost defiantly separate from pricing," Monnette added.