

TRENDS

TO KNOW

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DATASSENTIAL

THE TREND

Sandwiches are a staple comfort food, with 88% of consumers loving/liking them (Datassential Consumer Preferences), making them a primary platform for safe experimentation. Lean into current trends like regional builds (Nashville hot, pictured here, is up 311% on sandwich menus over the past 4 years, according to Datassential Menu Trends), as well as diet-related terms like “gluten-free” and halal, which are up 248% and 170%, respectively, on sandwich menus over the past 4 years. Global flavors are playing a role in sandwich trends, too, with carriers like bao on the rise along with cheeses like Mexican cotija. Notably, one of the fastest-growing cheeses on sandwich menus currently is Parmigiano, which is in line with the newstalgia trend and comeback of builds like chicken parmesan sandwiches.



PILE ON THE
SANDWICH TRENDS

DAIRY REPORT

Sandwiches are a familiar concept where cheese and dairy can shine. Consider leveraging regional sandwich styles (Nashville hot has been taking off and could pair with cheeses like white cheddar), or tap into growing global carriers like bao buns, which could be leveraged for concepts like breakfast bao and be filled with egg and cheese. Pay attention to the fastest-growing cheeses on sandwich menus, too (vegan cheese, Parmigiano, beer cheese, cheddar Jack), and look for opportunities to capitalize on them. To offset spicier sandwiches, also consider slathering on savory yogurt sauces.

MENU INSPIRATION

NASHVILLE HOT CHICKEN SANDWICH

Yard House | Orlando, FL (HQ)
Spicy sweet slaw, white cheddar, garlic aioli, toasted brioche bun.

CHICK'N PARMIGIANA SANDWICH

Tarantino's Vegan | Las Vegas, NV
Crispy chick'n (vegan) with homemade marinara, vegan mozzarella, pesto, vegan parmigiana, and ciabatta.

BREAKFAST BAOS

FatBao | Houston, TX
Steamed bao bun filled with cheese, sausage, ham, or Spam with the option to add an egg.

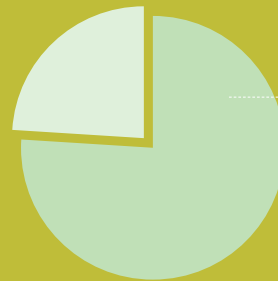
MAGNIFICENT FRENCH TOAST SANDWICH

IHOP | Kansas City, MO (HQ)
Folded omelet-style egg, pork sausage patty, hash browns, American cheese, and chipotle mayo on French toast.

ATHENS STEAK SANDWICH

Pita Pit | Coeur d'Alene, ID (HQ)
Greek-seasoned steak, black olives, tomatoes, onions, mozzarella cheese, spinach, and Caesar dressing in a grilled pita seared in avocado oil.

DATA FILE



76%

OF CONSUMERS
WHO HAVE TRIED
PARMIGIANA
SANDWICHES
LOVE/LIKE THEM

Datassential Consumer Preferences Platform

TREND STAGE

UBIQUITY



Specific types of sandwiches can be found in all MAC stages, although the general concept of a sandwich is in Ubiquity.

Regional sandwiches like Nashville hot and plant-based sandwiches have trended in recent years and proliferated. For an earlier-stage twist, lean into bao buns as a carrier or switch up the cheese on sandwiches and capitalize on trending varieties, such as vegan cheese, Parmigiano, beer cheese, or cheddar Jack, all of which are up on sandwich menus.

Look to sandwiches as a key way to practice safe experimentation, as they're highly familiar to consumers. Consider offering regional sandwich styles like spicy Nashville hot, which can be paired with cheeses like white cheddar, or get in on the newstalgia trend by featuring a chicken parmesan sandwich on the menu with melted mozzarella. Also consider using global carriers like bao to hold next-level fillings like cheese and eggs for a breakfast twist.

KEY TAKEAWAY