



2018 Mexican Restaurant Industry Report

The Mexican Restaurant Landscape of the USA

It's no secret that Americans love Mexican food. While once mainly popular in the southwest, the Mexican menu type has gone on to conquer much of the country, thanks in part to not only its flavor, but also its convenience and budget-friendly prices.

Considering the popularity of Mexican cuisine across the country, CHD Expert, a global leader in aggregating, analyzing, and managing foodservice data, evaluated recent trends in the 2018 Mexican restaurant landscape in the United States.

All data in this report is per CHD Expert's foodservice database as of March 2018, if no other source is mentioned.

Mexican Restaurant Fast Facts ...

- ◆ Mexican food is the 2nd most popular menu type in the USA in terms of total number of units.
- ◆ The Mexican menu type represents 8% of the total national restaurant landscape.
- ◆ The Mexican menu type beats out both the Pizzeria and Hamburger menu types in number of units.
- ◆ The average check at 32% of Mexican restaurants is \$10-\$15.
- ◆ Average annual sales at 57% of Mexican restaurants are \$500,000-\$1 million.



How many Mexican restaurants are there in the USA?

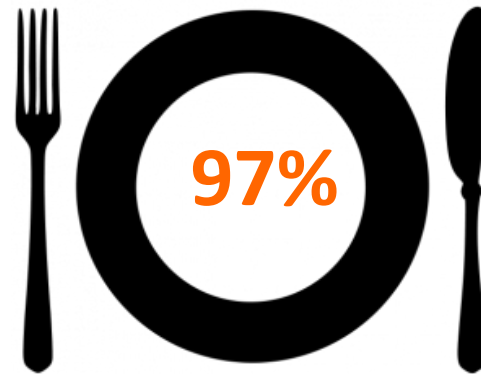
There are more than
62,000
restaurants in the United
States with the Mexican
menu type.



Independent Mexican Restaurants & Chains

While some Mexican Chain Restaurants have become household names, a majority of Mexican restaurants in the United States are considered “Independent Operators.”

CHD Expert defines an independent operator as a restaurant with 9 or fewer units in operation. A restaurant becomes a Chain when it has 10 or more units in operation.

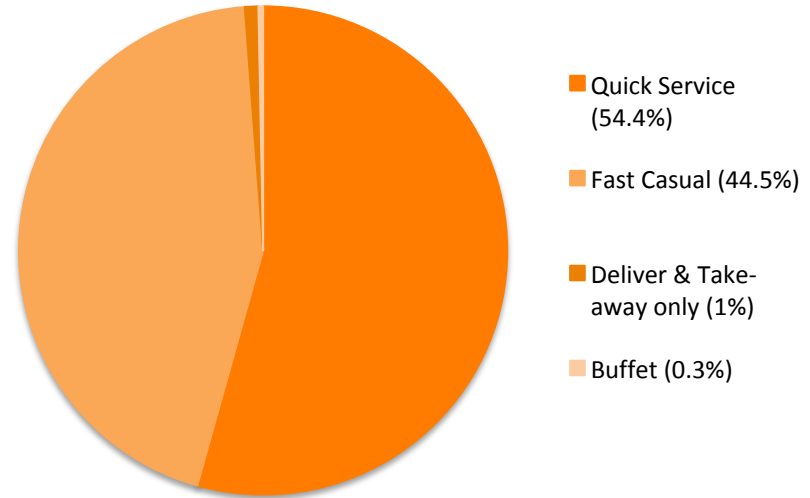


of Full Service Mexican restaurants are classified Independent.

A Breakdown of Limited Service Mexican Restaurants

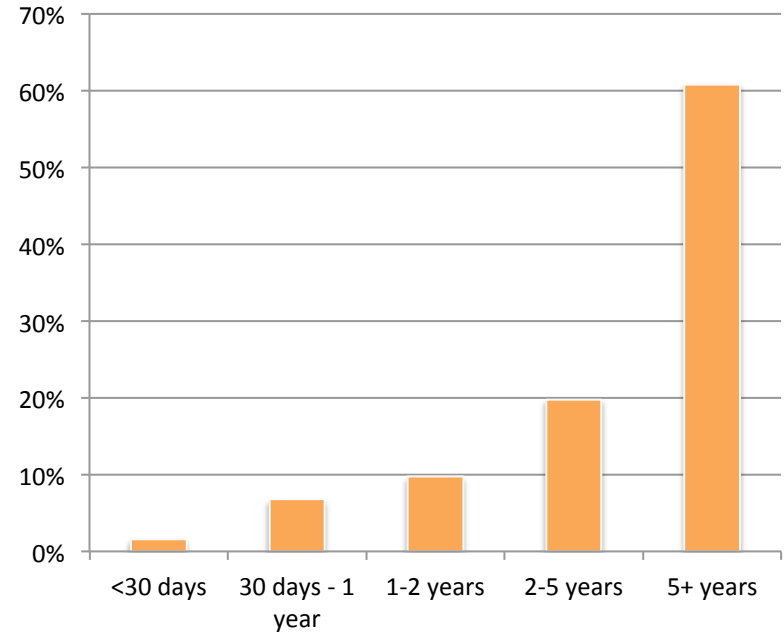
According to CHD Expert's foodservice database,
43%
of Mexican
restaurants in the US are
considered Limited
Service Restaurants.

Breakdown of LSR segment



How long have Mexican Restaurants been in business?

61%
of Mexican
restaurants in the US
have been in operation
for 5+ years.



Where are Mexican restaurants popular in the US?

Mexican restaurants have a strong showing in the south United States. The top three states in terms of popularity (based on number of units) are:



Mexican restaurants make up **20%** of Texas's total restaurant landscape.



Mexican restaurants make up **18%** of California's total restaurant landscape.



Mexican restaurants make up **5%** of Florida's total restaurant landscape.

What are the top Mexican restaurant chains in the US?

According to CHD Expert's Easy2FIND, the top five Mexican restaurant chains in the United States in terms of number of units and total market share (LSR and FSR) are...



Taco Bell (39%)



Chipotle Mexican Grill 15%



QDOBA Mexican Eats (4.5%)



MOE'S southwest Grill (4%)



Del Taco (3%)

About CHD Expert

CHD Expert is the worldwide leader in collecting, managing, and analyzing data for the Away-from-Home Global Foodservice Market. For more than 20 years CHD Expert has been dedicated to Foodservice channel members successfully providing a global vision and an in-depth understanding of the industry (in Europe, The Americas, and Asia Pacific).

Our objective is to support food service suppliers and their strategy, insight, sales, and marketing departments by providing the most comprehensive and accurate foodservice census; housing intelligence for more than 5 million operators worldwide.

For more information on foodservice data, or if you'd like to speak with one of our representatives, email sales@chd-expert.com.

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