

Unveiling Consumer Preferences in the Mexican Fast Food Landscape

We conducted a survey with 1,706 consumers across North America to discover their Mexican fast food purchasing habits.



35% of our respondents report that **Chipotle** is their favorite large, Mexican fast food chain, followed by Taco Bell and Moe's Southwest Grill in 2nd and 3rd spots.



35%



27%



11%



7%



5%



4%

65%

of consumers report that their favorite burrito combination is the

Classic (beans, rice, meat, salsa)

followed by breakfast burrito at 18%, vegetarian/vegan at 8%, fusion at 5%, and other at 4%.



The top 3 most important factors rated by respondents when choosing which restaurant to order from are:

- #1 **Food Quality**
- #2 **Price**
- #3 **Deals/Promotions**

Authenticity is key:
38% of consumers prioritize it when choosing Mexican food



75%

of consumers report that they have tried the following trending Mexican cuisines:

Street-style tacos

Elote/Mexican corn

Birria tacos

Aquachile

Cauliflower tacos

When it comes to **tacos and burritos**, the results were remarkably close, showcasing a near-even split among respondents' preferences for tacos, both tacos and burritos, and burritos.



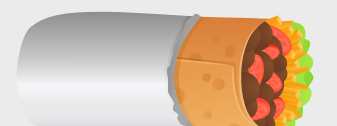
Tacos

35%



Both

33%



Burritos

31%

Why is this important?

Understanding consumer preferences in Mexican fast food is vital for business adaptation. Nearly equal preference for tacos and burritos (35% and 31% respectively) emphasizes the significance of offering diverse options.

The data highlights authenticity as key, with 38% prioritizing it, signaling a need for authentic flavors and high-quality ingredients to stay competitive.

If you want more insights on how your brand can better meet the needs of your customer, Intouch is here to help!

Contact our team today!
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