

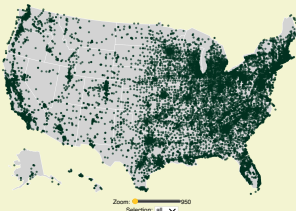
# Subway

in The US of year 2023



Subway, the iconic fast-food chain known for its fresh and customizable sandwiches, is a global sensation that has captured the hearts and taste buds of millions. With a history that spans over five decades, Subway has become a staple in the world of fast, healthy, and delicious dining. This introduction will take you on a delectable journey through the enticing world of Subway, the extensive network of Subway restaurant locations, their standing in the fast-food industry, and their unwavering commitment to providing healthier nutritional choices for their customers.

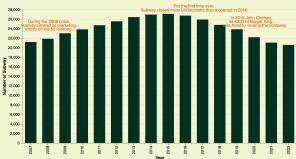
## Locations of Subway Restaurant in The US



In the United States, Subway's restaurant density is notably higher in specific states like Michigan, Wisconsin, Illinois, Texas, Louisiana, and California, and lower in others such as Alaska and Hawaii, indicating a greater concentration of Subway's restaurants. This visual insight highlights these states as key hubs for Subway's enthusiastic and franchise presence.

Conversely, the map also highlights regions in the United States with a higher shading, indicating a lower concentration of Subway's restaurants, for example, states like Montana, North Dakota, South Dakota, and New Mexico. This variation in distribution sheds light on where Subway has a stronger presence, offering valuable insights for further market expansion and opportunities.

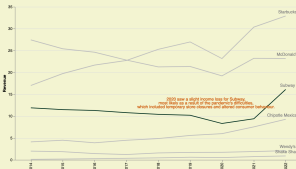
## Number of Subway Restaurants in The US



Subway's success in 2015 was attributed to its aggressive franchising methods, opening several new restaurants, and expanding its menu offerings. Actively seeking franchisees and providing a straightforward process facilitated rapid global expansion. The franchise's affordability and flexible location options attracted many entrepreneurs, distinguishing it from competitors. Moreover, Subway's menu modifications, such as introducing fresh vegetables, lean meats, and whole-grain bread, aligned with shifting consumer preferences toward healthier options. The focus on nutritious choices catered to an increasingly health-conscious demographic, contributing significantly to their widespread appeal during that period.

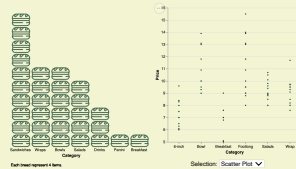
Subway's decline post-2015 resulted from intensified competition, stemming from a changing fast-food landscape. Additionally, the initial moving their former spokesperson, evoking consumer preferences favoring healthier and more diverse options, and franchisee discontent over operational support and food management contributed to the downward trajectory. Overexpansion led to compromised quality control, damaging their reputation. These factors collectively challenged Subway's market dominance, underscoring the need for comprehensive strategic reforms to revive the brand image and sustain competitiveness.

## Ranking of Fast Food Restaurant in Revenues



In fast food sales rankings from 2014 to 2023, Subway consistently clinched a top-five spot, a remarkable feat in a dynamic industry. Although Subway faced a slight revenue dip in 2020, it swiftly rebounded in the following year, reaffirming its position among industry giants like Chipotle Mexican Grill, McDonald's, Starbucks, Shake Shack and Wendy's. This sustained performance underscores Subway's resilience and enduring appeal in the fast-food market.

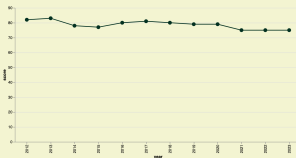
## Category of foods in Subway



In Subway's food category, sandwiches dominate with the most options. There is a wide variety of bread available, including Italian, Italian herb and cheddar, plain wheat, and honey oat, also a broad selection of toppings, which includes fresh vegetables, meats, and condiments, provides a range of tastes and textures to complement the sandwiches. **Wraps and soups** also offer lighter choices for a well-rounded menu to satisfy various preferences.

Prices for sandwiches on the Subway's menu typically range from \$4 to \$10. From the graph above, we can see that Subway bowls are more expensive than standard sandwiches, due to their bigger ingredient quantities, perceived premium value, greater production and service expenses, and strategic placement in the market as a premium alternative to normal sandwiches.

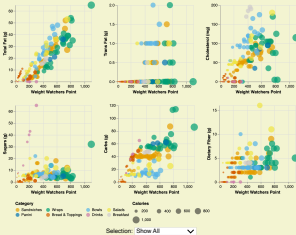
## ACSI scores of Subway



The American Customer Satisfaction Index (ACSI) is a metric used to gauge how happy customers are with a company's goods or services. With regard to Subway, the ACSI score of 75 in 2023 represents a moderate degree of customer satisfaction in the United States, keeping the same standards as the previous two years.

## Nutrients

Despite the fact that Subway markets itself as a healthier fast-food option because of its fresh ingredients and customizable sandwiches, its nutritional quality has come under fire in numerous reports. Specific foods like processed meats, sweet bread, and sauces with a lot of sugar or salt have been criticized for their nutritional worth. So, now let's dive into more details about the nutritional components of the items on the Subway menu.



Some Subway's menu items have raised concerns due to their high calorie and Weight Watchers point values. Certain sandwiches and wraps, like the Italian, Fit and Maximal Macros contain notable amounts of sodium, fat, and sugar, leading to higher Weight Watchers point scores. This information highlights the importance of making informed choices when selecting from Subway's menu, especially for individuals monitoring their calorie intake or following a specific dietary plan. The actual nutritional value of a Subway's sandwich is mostly determined by the customer's selections, emphasizing the significance of making well-informed decisions when considering Subway as a healthier alternative within the fast-food environment.