Restaurant Research®

Concept Analysis & Benchmark Report

Dunkin' 2026/2027

Executive Summary

Dunkin' is executing well on initiatives designed to maintain its relevance and support future growth. Recent menu expansion into energy drinks (including a zero-sugar version), protein add-ins and an updated frozen coffee platform aligns with emerging beverage trends among younger consumers while helping the brand compete more directly with specialty beverage chains such as 7 Brew & Dutch Bros. These new products, combined with dedicated afternoon menus, are helping Dunkin' build its afternoon business which has historically trailed the morning daypart. Brand marketing remains a differentiator, with the company leveraging high-profile celebrities to generate awareness, keeping the brand top of mind, particularly among female consumers. While Dunkin' ultimately seeks to drive its system's unit count, continued focus on operational execution should remain a priority, particularly around improving service speed & customer service, increasing add-on sales and accelerating its remodel cadence.

Parent Company Summary

Parent Company	Ticker	Corp. Debt Rating	Net Debt [(1)]/ EBITDA	EV/ EBITDA	Stock Performance		
					2025	TTM	Oct-26
Inspire Brands, Inc.	Private	Not Rated	N/a	N/a	N/a	N/a	
$1B+ Chains			4.18	12.55	-12.3%	15.2%	

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(1) Net Debt includes operating leases.

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