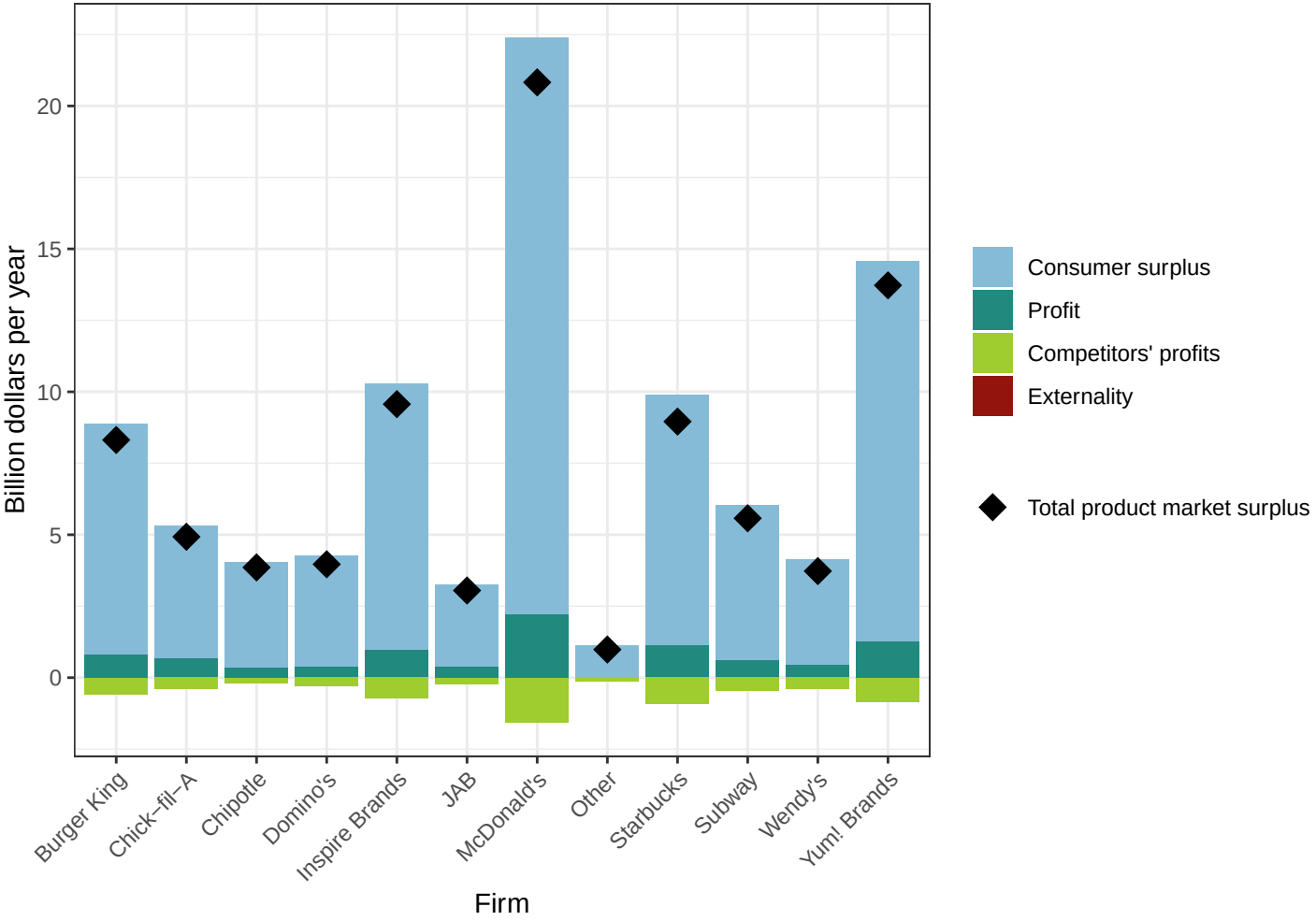
Billion dollars per year
20
15
10
5
0
Burger King
Chick−fil−A
Chipotle
Domino's
Inspire Brands
JAB
McDonald's
Other
Starbucks
Subway
Wendy's
Yum! Brands
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus