

# Still not lovin' it: McDonald's sales in US drop for seventh straight quarter

*The fast food giant resurrected the Hamburglar, announced all-day breakfast and plans to stop selling chicken raised with antibiotics – but it's still losing customers*

[Jana Kasperkevic](#) in New York and agencies

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Try as it might, McDonald's is still having a hard time getting customers to go back to lovin' it.

The fast food giant – once the go-to for burgers – has reported yet another drop in sales at established US locations, the seventh straight quarter of falls. Despite multiple promotions and the return of the hipster Hamburglar, sales fell 2%. Overall, McDonald's profit declined 13% to \$1.2bn, down from \$1.39bn a year earlier.

Last year, McDonald's profit dropped 15%.

. During the second quarter, McDonald's said the sales figure rose 1.2% in Europe and fell 4.5% in the segment including Asia, the Middle East and Africa. On a global basis, the figure fell 0.7%.

McDonald's has 36,000 locations worldwide.

McDonald's has admitted it created some of its own problems, such as letting its menu get too complicated. That affected wait times and order accuracy

McDonald's has spent the first half of 2015 attempting to figure out what its customers want. In recent months, the company has announced [an all-day breakfast menu](#), allowed customers to build their own burgers, [launched a customer complaint app](#) in Japan, said it will [stop selling chicken raised with antibiotics](#) and [announced an effort to help end deforestation](#). Yet it seems none of these moves have paved a way back into its customers' hearts.