

A New Era of Growth and Competition: Global Consumer Foodservice in 2015 and Beyond

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Date: August 2015

Pages: 52

Price: US\$ 1,325.00 (Single User License)

ID: A30915EDAA6EN

Abstracts

Global consumer foodservice in 2015 can be characterised by strong growth at the global level, with significant competitive challenges in major markets. Operators struggled with changing consumer preferences, macroeconomic pressures, and the constant threat of new and mounting competition, particularly from local operators. Nonetheless, 2015 was also a year of new opportunities - new long-term growth markets, new growth categories, and new demand drivers in key markets.

Euromonitor International's A New Era of Growth and Competition: Global Consumer Foodservice in 2015 and Beyond global briefing offers an insight into the size and shape of the Consumer Foodservice market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading operators and brands, offers strategic analysis of key factors influencing the operating environment - be they economic/lifestyle influences, new foodservice concepts, outlet locations, menu innovation or format development. The entire industry is considered, including both chained and independent operators. Forecasts illustrate how the market is set to change and what is the criteria for success.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Foodservice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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