

# Beverages in Consumer Foodservice: What You Drink Is Who You Are

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Date: March 2012

Pages: 58

Price: US\$ 2,000.00 (Single User License)

ID: BADBF9F4790EN

## Abstracts

In a global competitive environment where complexity and competition grow by the day, beverages have emerged as a vital component in every operator's strategy toolbox. In this new report, Euromonitor International examines the many ways beverages can drive sales, branding and customer experience, extending and deepening the consumer connection, for operators both large and small.

Euromonitor International's Beverages in Consumer Foodservice: What You Drink Is Who You Are global briefing offers an insight into to 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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