

BK Service sro in Consumer Foodservice (Slovakia)

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Abstracts

BK Service's strategic direction during the forecast period is set to focus on the expansion of its Papa Chicken fast food chain into Slovakia's regions. The company is expected to place more emphasis on finding franchising partners and increasing its value share in fast food in Slovakia.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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

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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.

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Executive Summary

Population Growth Drives Packaged Food Sales During Review Period

Indulgence Wins Over Concerns About Obesity

Multinational Players Lead Sales in Fragmented Market

Hypermarkets Dominate Distribution

Packaged Food Sales Increasingly Driven by Rising Unit Prices

Key Trends and Developments

Food Price Inflation

Economic Growth Drives Sales But Increases Competition From Foodservice

High Share of Foreign Nationals Creates Various Consumer Segments

Rising Concerns Over Obesity Rates But Indulgence Remains Key

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