

Brinker International Inc in Consumer Foodservice (Global)

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Abstracts

As other US full-service restaurant operators, Brinker was severely hit by the economic downturn. The company, having reduced its portfolio to just two brands (Chili's and Maggiano's), has put in place a multi-pronged strategy to turn around its US business, with a strong focus on emphasising everyday value. International expansion also plays a central role in the company's long-term growth strategy, with BRICs high on its list of priority markets.

Euromonitor International's Brinker International Inc in Consumer Foodservice (Global) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Foodservice industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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