

Consumer Foodservice in Beverages: The New Key to Growth

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Abstracts

With traffic in many markets still depressed, simply getting consumers in the door has become the key to sustainable foodservice growth. For operators, beverages are a vital component of this strategy—no longer just a high-margin complement to food sales, beverages are now a primary driver of growth and brand awareness. In a new report, Euromonitor International explores the ongoing evolution of on-trade beverages, along with the many ways operators are using beverages to grow their brands.

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Euromonitor International's Consumer Foodservice in Beverages: The New Key to Growth 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 and Chained/Independent.

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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