

## Consumer Foodservice - Philippines

URL:	<a href="https://marketpublishers.com/r/CF18FCB3C5BEN.html">https://marketpublishers.com/r/CF18FCB3C5BEN.html</a>
Date:	August 23, 2010
Pages:	101
Price:	US\$ 2,100.00
ID:	CF18FCB3C5BEN

The Philippine economy registered its lowest GDP growth in 11 years at 0.9% in 2009. Amid the vibrancy of the business process outsourcing (BPO), the country's economy has been plagued by the agricultural damages brought about by typhoons Ondoy and Pepeng and the general pessimism at the start of the year. This low confidence spilled over to consumers as they tried to reduce their frequency and overall spending on eating out. Thus, consumer foodservice value growth slowed down sharply but...

Euromonitor International's Consumer Foodservice in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2014 illustrate how the market is set to change.

**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 industry;
- 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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