

Consumer Foodservice - Philippines

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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.

Table of Content

Executive Summary
Consumer Foodservice Decelerates Due To Dismal Economic Conditions
Consumers Prefer More Affordable Offerings
Jollibee Foods Corp Sustains Its Market Leadership
Consumer Foodservice in Retail Locations Continues To Increase
Companies Eye Expansion in Next Wave Cities Over the Forecast Period
Key Trends and Developments

Industry Players To Take Advantage of Bpo's Venture Into Next Wave Cities

Food Bloggers Being Tapped by Consumer Foodservice

New Niche Brands and Concepts From Established Players

Industry Players Improve Revenue Through Take Away and Delivery

Slowdown Takes Its Toll on Consumer Foodservice

Market Data

Table 1 Units, Transactions and Value Sales in Consumer Foodservice: 2004-2009

Table 2 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2004-2009

Table 3 Consumer Foodservice by Independent Vs Chained Outlets: Units/Outlets 2009

Table 4 Consumer Foodservice by Eat in Vs Takeaway 2009

Table 5 Consumer Foodservice by Food Vs Drinks Split 2009

Table 6 Sales in Consumer Foodservice by Location 2004-2009

Table 7 Leading Chained Consumer Foodservice Brands by Number of Units 2009

Table 8 Chained Consumer Foodservice Company Shares 2005-2009

Table 9 Chained Consumer Foodservice Brand Shares 2006-2009

Table 10 Forecast Units, Transactions and Value Sales in Consumer Foodservice: 2009-2014

Table 11 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2009-2014

Appendix

Published Data Comparisons

Operating Environment

Franchising

Definitions

Summary 1 Research Sources

Andok's Litson Corp

Strategic Direction

Key Facts

Summary 2 Andok's Litson Corp: Key Facts

Company Background

Suppliers

Competitive Positioning

Summary 3 Andok's Litson Corp: Competitive Position 2009

Jollibee Foods Corp

Strategic Direction

Key Facts

Summary 4 Jollibee Foods Corp: Key Facts

Summary 5 Jollibee Foods Corp: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 6 Jollibee Foods Corp: Competitive Position 2009

Mang Inasal Phils Inc

Strategic Direction

Key Facts

Summary 7 Mang Inasal Phils Inc: Key Facts

Company Background

Suppliers

Competitive Positioning

Summary 8 Mang Inasal Philippines Inc: Competitive Position 2009

Max's Inc

Strategic Direction

Key Facts

Summary 9 Max's Inc: Key Facts

Company Background

Suppliers

Competitive Positioning

Summary 10 Max's Inc: Competitive Position 2009

Pancake House Inc

Strategic Direction

Key Facts

Summary 11 Pancake House Inc: Key Facts

Summary 12 Pancake House Inc: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 13 Pancake House Inc: Competitive Position 2009

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 12 100% Home Delivery/Takeaway by Subsector: Units/Outlets 2004-2009

Table 13 100% Home Delivery/Takeaway by Subsector: Number of Transactions 2004-2009

Table 14 100% Home Delivery/Takeaway by Subsector: Foodservice Value 2004-2009

Table 15 100% Home Delivery/Takeaway by Subsector: % Units/Outlets Growth 2004-2009

Table 16 100% Home Delivery/Takeaway by Subsector: % Transaction Growth 2004-2009

Table 17 100% Home Delivery/Takeaway by Subsector: % Foodservice Value Growth 2004-2009

Table 18 Global Brand Owner Shares of Chained 100% Home Delivery/Takeaway 2005-2009

Table 19 Brand Shares of Chained 100% Home Delivery/Takeaway 2006-2009

Table 20 Forecast Sales in 100% Home Delivery/Takeaway by Subsector: Units/Outlets 2009-2014

Table 21 Forecast Sales in 100% Home Delivery/Takeaway by Subsector: Number of Transactions 2009-2014

Table 22 Forecast Sales in 100% Home Delivery/Takeaway by Subsector: Foodservice Value 2009-2014

Table 23 Forecast Sales in 100% Home Delivery/Takeaway by Subsector: % Units/Outlets Growth 2009-2014

Table 24 Forecast Sales in 100% Home Delivery/Takeaway by Subsector: % Transaction Growth 2009-2014

Table 25 Forecast Sales in 100% Home Delivery/Takeaway by Subsector: % Foodservice Value Growth 2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 26 Cafés/Bars by Subsector: Units/Outlets 2004-2009

Table 27 Cafés/Bars by Subsector: Number of Transactions 2004-2009

Table 28 Cafés/Bars by Subsector: Foodservice Value 2004-2009

Table 29 Cafés/Bars by Subsector: % Units/Outlets Growth 2004-2009

Table 30 Cafés/Bars by Subsector: % Transaction Growth 2004-2009

Table 31 Cafés/Bars by Subsector: % Foodservice Value Growth 2004-2009

Table 32 Global Brand Owner Shares of Chained Cafés/Bars 2005-2009

Table 33 Brand Shares of Chained Cafés/Bars 2006-2009

Table 34 Forecast Sales in Cafés/Bars by Subsector: Units/Outlets 2009-2014

Table 35 Forecast Sales in Cafés/Bars by Subsector: Number of Transactions 2009-2014

Table 36 Forecast Sales in Cafés/Bars by Subsector: Foodservice Value 2009-2014

Table 37 Forecast Sales in Cafés/Bars by Subsector: % Units/Outlets Growth 2009-2014

Table 38 Forecast Sales in Cafés/Bars by Subsector: % Transaction Growth 2009-2014

Table 39 Forecast Sales in Cafés/Bars by Subsector: % Foodservice Value Growth 2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 40 FSR by Subsector: Units/Outlets 2004-2009
- Table 41 FSR by Subsector: Number of Transactions 2004-2009
- Table 42 FSR by Subsector: Foodservice Value 2004-2009
- Table 43 FSR by Subsector: % Units/Outlets Growth 2004-2009
- Table 44 FSR by Subsector: % Transaction Growth 2004-2009
- Table 45 FSR by Subsector: % Foodservice Value Growth 2004-2009
- Table 46 Global Brand Owner Shares of Chained FSR 2005-2009
- Table 47 Brand Shares of Chained FSR 2006-2009
- Table 48 Forecast Sales in FSR by Subsector: Units/Outlets 2009-2014
- Table 49 Forecast Sales in FSR by Subsector: Number of Transactions 2009-2014
- Table 50 Forecast Sales in FSR by Subsector: Foodservice Value 2009-2014
- Table 51 Forecast Sales in FSR by Subsector: % Units/Outlets Growth 2009-2014
- Table 52 Forecast Sales in FSR by Subsector: % Transaction Growth 2009-2014
- Table 53 Forecast Sales in FSR by Subsector: % Foodservice Value Growth 2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 54 Fast Food by Subsector: Units/Outlets 2004-2009
- Table 55 Fast Food by Subsector: Number of Transactions 2004-2009
- Table 56 Fast Food by Subsector: Foodservice Value 2004-2009
- Table 57 Fast Food by Subsector: % Units/Outlets Growth 2004-2009
- Table 58 Fast Food by Subsector: % Transaction Growth 2004-2009
- Table 59 Fast Food by Subsector: % Foodservice Value Growth 2004-2009
- Table 60 Sales of Bakery Products Fast Food by Type 2006-2009
- Table 61 Global Brand Owner Shares of Chained Fast Food 2005-2009
- Table 62 Brand Shares of Chained Fast Food 2006-2009
- Table 63 Forecast Sales in Fast Food by Subsector: Units/Outlets 2009-2014
- Table 64 Forecast Sales in Fast Food by Subsector: Number of Transactions 2009-2014
- Table 65 Forecast Sales in Fast Food by Subsector: Foodservice Value 2009-2014
- Table 66 Forecast Sales in Fast Food by Subsector: % Units/Outlets Growth 2009-2014
- Table 67 Forecast Sales in Fast Food by Subsector: % Transaction Growth 2009-2014
- Table 68 Forecast Sales in Fast Food by Subsector: % Foodservice Value Growth 2009-2014

Trends

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 69 Street Stalls/Kiosks: Units/Outlets 2004-2009
- Table 70 Street Stalls/Kiosks: Number of Transactions 2004-2009
- Table 71 Street Stalls/Kiosks: Foodservice Value 2004-2009
- Table 72 Street Stalls/Kiosks: % Units/Outlets Growth 2004-2009
- Table 73 Street Stalls/Kiosks: % Transaction Growth 2004-2009
- Table 74 Street Stalls/Kiosks: % Foodservice Value Growth 2004-2009
- Table 75 Global Brand Owner Shares of Chained Street Stalls/Kiosks 2005-2009
- Table 76 Brand Shares of Chained Street Stalls/Kiosks 2006-2009
- Table 77 Forecast Sales in Street Stalls/Kiosks: Units/Outlets 2009-2014
- Table 78 Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2009-2014
- Table 79 Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2009-2014
- Table 80 Forecast Sales in Street Stalls/Kiosks: % Units/Outlets Growth 2009-2014
- Table 81 Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2009-2014

Table 82 Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 83 Consumer Foodservice Sales by Location: Units/Outlets 2004-2009

Table 84 Consumer Foodservice Sales by Location: Number of Transactions 2004-2009

Table 85 Consumer Foodservice Sales by Location: Foodservice Value 2004-2009

Table 86 Consumer Foodservice Sales by Location: % Units/Outlets Growth 2004-2009

Table 87 Consumer Foodservice Sales by Location: % Transaction Growth 2004-2009

Table 88 Consumer Foodservice Sales by Location: % Foodservice Value Growth 2004-2009

Table 89 Consumer Foodservice Sales through Standalone: Units/Outlets 2004-2009

Table 90 Consumer Foodservice Sales through Standalone: Number of Transactions 2004-2009

Table 91 Consumer Foodservice Sales through Standalone: Foodservice Value 2004-2009

Table 92 Consumer Foodservice Sales through Standalone: % Units/Outlets Growth 2004-2009

Table 93 Consumer Foodservice Sales through Standalone: % Transaction Growth 2004-2009

Table 94 Consumer Foodservice Sales through Standalone: % Foodservice Value Growth 2004-2009

Table 95 Consumer Foodservice Sales through Leisure: Units/Outlets 2004-2009

Table 96 Consumer Foodservice Sales through Leisure: Number of Transactions 2004-2009

Table 97 Consumer Foodservice Sales through Leisure: Foodservice Value 2004-2009

Table 98 Consumer Foodservice Sales through Leisure: % Units/Outlets Growth 2004-2009

Table 99 Consumer Foodservice Sales through Leisure: % Transaction Growth 2004-2009

Table 100 Consumer Foodservice Sales through Leisure: % Foodservice Value Growth 2004-2009

Table 101 Consumer Foodservice Sales through Retail: Units/Outlets 2004-2009

Table 102 Consumer Foodservice Sales through Retail: Number of Transactions 2004-2009

Table 103 Consumer Foodservice Sales through Retail: Foodservice Value 2004-2009

Table 104 Consumer Foodservice Sales through Retail: % Units/Outlets Growth 2004-2009

Table 105 Consumer Foodservice Sales through Retail: % Transaction Growth 2004-2009

Table 106 Consumer Foodservice Sales through Retail: % Foodservice Value Growth 2004-2009

Table 107 Consumer Foodservice Sales through Lodging: Units/Outlets 2004-2009

Table 108 Consumer Foodservice Sales through Lodging: Number of Transactions 2004-2009

Table 109 Consumer Foodservice Sales through Lodging: Foodservice Value 2004-2009

Table 110 Consumer Foodservice Sales through Lodging: % Units/Outlets Growth 2004-2009

Table 111 Consumer Foodservice Sales through Lodging: % Transaction Growth 2004-2009

Table 112 Consumer Foodservice Sales through Lodging: % Foodservice Value Growth 2004-2009

Table 113 Consumer Foodservice Sales through Travel: Units/Outlets 2004-2009

Table 115 Consumer Foodservice Sales through Travel: Foodservice Value 2004-2009

Table 116 Consumer Foodservice Sales through Travel: % Units/Outlets Growth 2004-2009

Table 117 Consumer Foodservice Sales through Travel: % Transaction Growth 2004-2009

Table 118 Consumer Foodservice Sales through Travel: % Foodservice Value Growth 2004-2009

Table 119 Forecast Consumer Foodservice Sales by Location: Units/Outlets 2009-2014

Table 120 Forecast Consumer Foodservice Sales by Location: Number of Transactions 2009-2014

Table 121 Forecast Consumer Foodservice Sales by Location: Foodservice Value 2009-2014

Table 122 Forecast Consumer Foodservice Sales by Location: % Units/Outlets Growth 2009-2014

Table 123 Forecast Consumer Foodservice Sales by Location: % Transaction Growth 2009-2014

Table 124 Forecast Consumer Foodservice Sales by Location: % Foodservice Value Growth 2009-2014

Table 125 Forecast Consumer Foodservice Sales through Standalone: Units/Outlets 2009-2014

Table 126 Forecast Consumer Foodservice Sales through Standalone: Number of Transactions 2009-2014

Table 127 Forecast Consumer Foodservice Sales through Standalone: Foodservice Value 2009-2014

Table 128 Forecast Consumer Foodservice Sales through Standalone: % Units/Outlets Growth 2009-2014

Table 129 Forecast Consumer Foodservice Sales through Standalone: % Transaction Growth 2009-2014

Table 130 Forecast Consumer Foodservice Sales through Standalone: % Foodservice Value Growth

2009-2014

- Table 131 Forecast Consumer Foodservice Sales through Leisure: Units/Outlets 2009-2014
- Table 132 Forecast Consumer Foodservice Sales through Leisure: Number of Transactions 2009-2014
- Table 133 Forecast Consumer Foodservice Sales through Leisure: Foodservice Value 2009-2014
- Table 134 Forecast Consumer Foodservice Sales through Leisure: % Units/Outlets Growth 2009-2014
- Table 135 Forecast Consumer Foodservice Sales through Leisure: % Transaction Growth 2009-2014
- Table 136 Forecast Consumer Foodservice Sales through Leisure: % Foodservice Value Growth

2009-2014

- Table 137 Forecast Consumer Foodservice Sales through Retail: Units/Outlets 2009-2014
- Table 138 Forecast Consumer Foodservice Sales through Retail: Number of Transactions 2009-2014
- Table 139 Forecast Consumer Foodservice Sales through Retail: Foodservice Value 2009-2014
- Table 140 Forecast Consumer Foodservice Sales through Retail: % Units/Outlets Growth 2009-2014
- Table 141 Forecast Consumer Foodservice Sales through Retail: % Transaction Growth 2009-2014
- Table 142 Forecast Consumer Foodservice Sales through Retail: % Foodservice Value Growth

2009-2014

- Table 143 Forecast Consumer Foodservice Sales through Lodging: Units/Outlets 2009-2014
- Table 144 Forecast Consumer Foodservice Sales through Lodging: Number of Transactions 2009-2014
- Table 145 Forecast Consumer Foodservice Sales through Lodging: Foodservice Value 2009-2014
- Table 146 Forecast Consumer Foodservice Sales through Lodging: % Units/Outlets Growth 2009-2014
- Table 147 Forecast Consumer Foodservice Sales through Lodging: % Transaction Growth 2009-2014
- Table 148 Forecast Consumer Foodservice Sales through Lodging: % Foodservice Value Growth

2009-2014

- Table 149 Forecast Consumer Foodservice Sales through Travel: Units/Outlets 2009-2014
- Table 150 Forecast Consumer Foodservice Sales through Travel: Number of Transactions 2009-2014
- Table 151 Forecast Consumer Foodservice Sales through Travel: Foodservice Value 2009-2014
- Table 152 Forecast Consumer Foodservice Sales through Travel: % Units/Outlets Growth 2009-2014
- Table 153 Forecast Consumer Foodservice Sales through Travel: % Transaction Growth 2009-2014
- Table 154 Forecast Consumer Foodservice Sales through Travel: % Foodservice Value Growth

2009-2014

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