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Consumer Foodservice - Portugal

https://marketpublishers.com/r/CF8D386BDA4EN.html
Date: August 2010
Pages: 103
Price: US$ 2,100.00 (Single User License)
ID: CF8D386BDA4EN

Abstracts

In 2009, the second year of economic slowdown deteriorated further the already weakened consumer foodservice. In order to save money, consumers continued to limit their visits to consumer foodservice establishments, in particular the more expensive ones, and when they visited them, they were more attentive to bills, leading to lower spend per transaction. Independent players, which represented the majority of the outlets across the country and controlled the market in value terms, suffered more...

Euromonitor International's Consumer Foodservice in Portugal 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

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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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