

Consumer Foodservice - USA

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Abstracts

The foodservice industry was hit hard during the economic recession. The slowdown was initially felt towards the end of 2007 and into 2008; however the worst became apparent in 2009. Consumers eliminated or strongly reduced spending on food away from home and all channels were affected. Americans opted to cook more often and eat more meals at home than in the past and, when they did dine out, they opted to trade down to less expensive categories and often ordered smaller quantities to keep...

Euromonitor International's Consumer Foodservice in USA 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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