

# Dunkin' Brands Group Inc in Consumer Foodservice (World)

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## Abstracts

Dunkin' Brands Group competes in global fast food through its two brands, Dunkin' Donuts (bakery products fast food) and Baskin-Robbins (ice cream fast food). The company's growth strategy is based on increasing comparable store sales for Dunkin' Donuts US (its most important business segment); domestic expansion of Dunkin' Donuts, particularly in the west of the US; and international expansion in emerging markets in Asia Pacific, as well as higher-income markets in Western Europe.

Euromonitor International's Dunkin' Brands Group Inc in Consumer Foodservice (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Foodservice industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Consumer Foodservice by Location, Consumer Foodservice by Type.

**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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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