

Fast Food in Germany

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Abstracts

Fast food in Germany continued to record steady growth at the end of the review period, with this set to continue over 2017-2022. Apart from the favourable economic climate, the channel has also been able to benefit from the increasingly hectic lifestyles of many Germans, for example thanks to employment being at an unprecedented level. Hence, many consumers do not have the time to cook and so are increasingly opting for the convenience of fast food.

Euromonitor International's Fast Food in Germany 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 2022 illustrate how the market is set to change.

Product coverage: Chained Fast Food, Fast Food by Fast Casual vs Non-Fast Casual, Fast Food by Type, Independent Fast Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Fast Food 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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