

# Fast Food in Italy

<https://marketpublishers.com/r/FE2A98C8E0AEN.html>

Date: April 2018

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: FE2A98C8E0AEN

## Abstracts

Fast food sales are expected to continue to increase over the forecast period in both value and transaction terms, with Italian consumers spending more in this area. Diversification and innovation will remain key to success in what is a very competitive area. For example, health and wellness will also remain very important trends for fast food over the coming years. Consumers are increasingly looking for more fruit and vegetables as well as for more information on the nutritional properties of f...

Euromonitor International's Fast Food in Italy 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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