

Fast Food in Thailand

<https://marketpublishers.com/r/F1DDA72BE94EN.html>

Date: May 2018

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: F1DDA72BE94EN

Abstracts

Most chained fast food restaurants focused on selling products and services to maximise satisfaction with the brand. However, many brands developed new menus tailored to local preferences. For example, KFC is known as a fried chicken fast food restaurant but KFC Thailand developed rice dishes to suit the preferences of Thai consumers. In addition, KFC's fried chicken is spicier in Thailand than in other countries. Similarly, McDonald's offers mainly burgers but in Thailand also offers other opti...

Euromonitor International's Fast Food in Thailand 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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