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Foodservice as a Tool for Direct-to-Consumer Branding and Innovation

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Abstracts

Foodservice has become one of the most important areas of branding, marketing and direct consumer connection for a growing array of food and drink products. This report explores how brands are successfully using foodservice and other away-from-home channels to build whole new categories, as well as how foodservice players, retailers, delivery aggregators and others are becoming powerful new product developers themselves.

Euromonitor International's Foodservice as a Tool for Direct-to-Consumer Branding and Innovation global briefing offers an insight into to the size and shape of the Consumer Foodservice market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading operators and brands, offers strategic analysis of key factors influencing the operating environment - be they economic/lifestyle influences, new foodservice concepts, outlet locations, menu innovation or format development. The entire industry is considered, including both chained and independent operators. Forecasts illustrate how the market is set to change and what is the criteria for success.

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;

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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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