

# Limited-Service Restaurants in Taiwan

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## Abstracts

Within limited-service restaurants in Taiwan, McDonald's collaborated with the famous Japanese manga series Dragon Ball, featuring its illustrations on exclusive packaging, meals and trading cards for fans to collect. This iconic anime successfully connected with different generations in Taiwan, namely generation Y and Z who are the most active groups on social media. McDonald's also teamed up with the K Pop young girl group New Jeans, which is known for its girl next door image and a cartoon ra...

Euromonitor International's Limited-Service Restaurants in Taiwan 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 2028 illustrate how the market is set to change.

**Product coverage:** Chained Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants 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 Limited-Service Restaurants 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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