

Master Franchisees: The New Power Players in Global Foodservice

<https://marketpublishers.com/r/M074590A029EN.html>

Date: March 2015

Pages: 48

Price: US\$ 1,200.00 (Single User License)

ID: M074590A029EN

Abstracts

Franchising is a more important strategic tool than ever, and its role is evolving. Global operators are increasingly looking for master franchisees who can serve as allies and advisors, helping them to expand as quickly, efficiently and successfully as possible. This has led to the emergence of powerful master franchisees in key growth regions like Latin America, the Middle East and Africa, and Eastern Europe, as well as a shift in the power structure that may have long-term implications.

Euromonitor International's Master Franchisees: The New Power Players in Global Foodservice 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.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice 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 Consumer Foodservice 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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