

# McDonald's Australia Ltd in Consumer Foodservice (Australia)

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## Abstracts

The company will look to maintain its strong position in Australia through a more localised strategy. The introduction of new products that are more appealing to Australian consumers, as well as other initiatives such as the 'All Day Brekkie Menu' are expected to continue in the forecast period.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Consumer Foodservice by Location, Consumer Foodservice by Type.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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