

# McDonald's France SA in Consumer Foodservice (France)

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## Abstracts

Impacted by negative economic factors, McDonald's France SA is facing slowdown activity compared to the review period. The group is aware that the reasons for its difficulties in the US and in China are now also appearing in France. New types of chained burger fast food are entering France, such as Five Guys and Burger King, shaping a new competitive landscape. Furthermore, Latin American fast food is experiencing a good performance in France. The company's strategy over the forecast period will...

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