

McDonald's Corp in Consumer Foodservice (World)

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Abstracts

McDonald's Corp is the largest restaurant company in the world, with a significant presence in every major world region. However, the brand's performance suffered in 2014 and 2015, amidst changing consumer preferences, poor quality perception in key markets, and an evolving competitive landscape. McDonald's has since implemented a turnaround strategy that has begun to show positive results, but there remains plenty of work ahead in order to return the brand to its previous level of success.

Euromonitor International's McDonald's Corp in Consumer Foodservice (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Foodservice industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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.

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