

The Other Asia Pacific: Long-term Growth Prospects in Southeast Asia

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Abstracts

Though often overshadowed by China and India, Southeast Asian markets represent major foodservice opportunities. The region's six largest countries have a collective US\$118 billion in total value, with chained value expected to grow at a CAGR of 5% between 2011 and 2016. They are also home to young populations of confident consumers, established dining-out cultures and growing interest in chains, suggesting they could be particularly fertile ground for growth over the long term.

Euromonitor International's The Other Asia Pacific: Long-term Growth Prospects in Southeast Asia 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.

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