

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

<https://marketpublishers.com/r/O6A0C7AB30EEN.html>

Date: May 2013

Pages: 50

Price: US\$ 2,000.00 (Single User License)

ID: O6A0C7AB30EEN

## 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.

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."

## Contents

Introduction  
Rise of the Southeast Asian Consumer  
Regional Performance  
Case Studies  
Growth Prospects

## I would like to order

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

Product link: <https://marketpublishers.com/r/O6A0C7AB30EEN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O6A0C7AB30EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970