

SAS La Pataterie Holding in Consumer Foodservice (France)

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Abstracts

SAS La Pataterie Holding aims at having 300 outlets in France by 2017; the company is expected to develop its expansion in the Paris area, in which its presence is still relatively scarce, as well as in travelling key locations (airports, TGV main stations, motorways). The method will be based on a mix of franchisee, company-owned as well as concession outlets. A key challenge for the brand will be the capacity to maintain the momentum for its potato dish concept and is expected to do so by...

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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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Pinpoint growth sectors and identify factors driving change;

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Executive Summary

Consumer Foodservice Recovers From Its Performance in 2011

Online Marketing Stimulates Sales

Cp All Maintains Its Lead in Chained Consumer Foodservice

Retail Locations Gain An Increasing Share of Overall Value Sales

Consumer Foodservice Is Expected To Grow at A Slower Pace

Key Trends and Developments

Recovery From An Uns Table Situation Speeds Up Outlet Expansion and Sales

Increasing Production Costs Put Upwards Pressure on Prices

Fast-paced Lifestyles Boost Sales of Fast Food and Home DELIVERY/TAKEAWAY

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