

Starbucks Corp in Consumer Foodservice (World)

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Abstracts

Starbucks is one of the largest and most recognisable brands in the world. This briefing analyses its current position in both the US and around the world. It discusses key aspects of its current strategy, such as the use of its loyalty programme and technology, as well as its prospects for the future.

Euromonitor International's Starbucks 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 Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, 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.

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