

# Yum! Brands Inc in Consumer Foodservice (Mexico)

<https://marketpublishers.com/r/Y2E841CC4F4EN.html>

Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: Y2E841CC4F4EN

## Abstracts

Yum! Brands focuses its strategy on expanding its well-known KFC and Pizza Hut brands. The company will continue to strive to attract consumers by offering good-quality food at affordable prices, and by occasionally entering into price promotions. The company promotes only these two brands. The company had a dominant share in chained chicken fast food, and accounted for close to a 50% value share in chained pizza full-service restaurants in 2012, benefiting from a lack of strong competition in...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**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

Strategic Direction

Key Facts

Summary 1 Yum! Brands Inc: Key Facts

Company Background

Suppliers

Competitive Positioning

Summary 2 Yum! Brands Inc: Competitive Position 2012

## I would like to order

Product name: Yum! Brands Inc in Consumer Foodservice (Mexico)

Product link: <https://marketpublishers.com/r/Y2E841CC4F4EN.html>

Price: US\$ 150.00 (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/Y2E841CC4F4EN.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