

# Yum! Brands Inc in Consumer Foodservice (USA)

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## Abstracts

Yum! Brands ranked second in the US consumer foodservice industry in 2016 with a value share of 4% in GBO terms. The company operates primarily through three flagship brands in different foodservice categories - Taco Bell, Pizza Hut and KFC. Value sales across the company's brands grew in 2016. With value sales growth of 5%, Taco Bell outperformed Pizza Hut and KFC, which recorded sales growth of 2% and 1%, respectively. After the separation of its Chinese business in October 2016, Yum! Brands d...

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