

Mobile Food Services: Market Research Report

https://marketpublishers.com/r/MF62FC97710EN.html

Date: August 2011

Pages: 127

Price: US\$ 4,500.00 (Single User License)

ID: MF62FC97710EN

Abstracts

This report analyzes the worldwide markets for Mobile Food Services in US\$ Million.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, and Rest of World.

Annual estimates and forecasts are provided for the period 2009 through 2017.

Also, a six-year historic analysis is provided for these markets.

The report profiles 57 companies including many key and niche players such as Baby's Badass Burgers, Bian Dang, Burgerville, Chef Shack, DessertTruck Works, Don Chow Tacos, Flying Pig Truck, Green Truck, Home Slice LLC, The Johnny Rockets Group, Inc., Kogi BBQ, Mister Softee, Inc., Nom Nom Truck, Skillet, Sprinkles Cupcakes, and ZooHoo's Eatery.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.



Contents

1.INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations **Disclaimers** Data Interpretation & Reporting Level Quantitative Techniques & Analytics Product Definitions and Scope of Study

2.INDUSTRY OVERVIEW

Recession and the Foodservice Industry Asian Markets Drive Growth in Foodservice Industry

Table 1. Leading Foodservice Markets by Country (2009): Percentage Share Breakdown of Revenues for the US, Japan, China, UK, France, and Others (includes corresponding Graph/Chart)

Changing Food Consumption Patterns Affect Market Structure Fast Casual - The Latest Trend Mobile Food Services - A Small Yet Rapidly Growing Foodservice Sector **Current and Future Analysis** Factors Influencing Success of Mobile Food Services High-End Trucks: The Trendier Versions of Traditional Food Trucks Gourmet Food Trucks Catch Consumers' Attention Mobile Eateries – No Longer Unhealthy Advertising: Critical for Visibility Role of Technology in Mobile Food Trucks

3.PRODUCT OVERVIEW

Mobile Food Services – An Introduction Historical Background Cost of Mobile Food Business Essential Requirements of Mobile Food Trucks An Attractive Concept

Tracking Trucks through Social Networking Tools

Mobile Food Services: Market Research Report



Truck & Permits

Commissary

An Ideal Location

Developing Brand Identity

Licensing Requirements

Classification of Mobile Food Units

Contamination Hazards in Street Foods

Challenges Facing Mobile Food Businesses

Mobile Vending & Health Foods

Role of Health Departments

Regulations for Mobile Food Vending

Gaining Permits & Licenses

Adherence to Location & Time

Regulations Governing Street Food Operations

4.STRATEGIC CORPORATE DEVELOPMENTS

Austin Grill Enters into Food Truck Business

SAUCA Rolls Out Fourth Mobile Food Truck

TK Burger Rolls Out New Themed Food Truck

Aaron's Catering to Unveil Gourmet Mobile Eatery

Worldwide Food Services to Acquire Rainbow Food Services

Atlanta City to Introduce Food Truck Concept in Public Land of Sweet Auburn

ZooHoo's Eatery Introduces Mobile Food Service Franchise for Burgers

Van Leeuwen Ice Cream Rolls Out Food Truck

Taim Falafel Launches Mobile Eatery

Deliciously Dangerous Pies Launches First Pie Truck

Café At Pharr and Yumbii Collaborate to Introduce New Mobile Eatery

CPK Introduces New Catering Food Truck

GotChef Opens Gourmet Mobile Restaurant

Happy Bodega to Launch Food Truck

Sauca Introduces Second Mobile Food Truck

Burgerville Introduces Mobile Food Truck

Johnny Rockets to Launch Mobile Food Truck

5.FOCUS ON SELECT MOBILE FOOD SERVICE PROVIDERS

Baby's Badass Burgers (US) Bian Dang (US)

Mobile Food Services: Market Research Report



Burgerville (US)

Chef Shack (US)

DessertTruck Works (US)

Don Chow Tacos (US)

Flying Pig Truck (US)

Green Truck (US)

Home Slice LLC (US)

The Johnny Rockets Group, Inc. (US)

Kogi BBQ (US)

Mister Softee, Inc. (US)

Nom Nom Truck (US)

Skillet (US)

Sprinkles Cupcakes (US)

ZooHoo's Eatery (US)

6.GLOBAL MARKET PERSPECTIVE

Table 2. World Recent Past, Current and Future Analysis for Mobile Food Services by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 3. World Historic Review for Mobile Food Services by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

Table 4. World 15-Year Perspective for Mobile Food Services by Geographic Region – Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific, and Rest of World Markets for Years 2003, 2010, and 2017 (includes corresponding Graph/Chart)

7.THE UNITED STATES

A. MARKET ANALYSIS

Outlook

Recession and the Restaurant Industry



Mobile Food Trucks: Flavor of the Season

Changing Consumer Preferences Drive Food Trucks to Reinvent Menus

Low Overheads Favor Food Trucks Market

Gourmet Food Trucks: Fighting the Recession

Restaurants Look to Replicate Mobile Food's Success

Mainstream Restaurants Foray into Mobile World

Growing Popularity of Seafood on Wheels

Indian Dishes: Finding Favor Among Americans

Advertising Strategies

Trend Towards Social Network-based Advertising

Regulatory Hurdles for Food Trucks

Washington

Los Angeles

Regulations in Select States

Alabama

Colorado

Florida

Georgia

Indiana

Louisiana

Massachusetts

Montana

North Carolina

Oklahoma

Seattle

Tennessee

Utah

Vermont

Hot Dog Street Vending: An Overview of Regulations

California Retail Food Code

Regulations for Mobile Ice Cream Trucks

B. MARKET ANALYTICS

Table 5. US Recent Past, Current and Future Analysis for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)



Table 6. US Historic Review for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

8.CANADA

A. MARKET ANALYSIS

Outlook

Food Consumption Trends in Canada Canadian Cities Warm Up to Mobile Trucks Phenomenon Trend Towards Upscale Food Trucks

B. MARKET ANALYTICS

Table 7. Canadian Recent Past, Current and Future Analysis for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 8. Canadian Historic Review for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

9.JAPAN

A. MARKET ANALYSIS

Outlook

Growing Popularity of Restaurant-on-Wheels

B. MARKET ANALYTICS

Table 9. Japanese Recent Past, Current and Future Analysis for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 10. Japanese Historic Review for Mobile Food Services Independently Analyzed



with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

10.EUROPE

A. MARKET ANALYSIS

Outlook

Table 11. Number of Street Stalls or Kiosks in Select European Countries (2009) (includes corresponding Graph/Chart)

B. MARKET ANALYTICS

Table 12. European Recent Past, Current and Future Analysis for Mobile Food Services by Geographic Region – France, Germany, Italy, UK, Spain, and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 13. European Historic Review for Mobile Food Services by Geographic Region – France, Germany, Italy, UK, Spain, and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

Table 14. European 15-Year Perspective for Mobile Food Services by Geographic Region – Percentage Breakdown of Revenues for France, Germany, Italy, UK, Spain, and Rest of Europe Markets for Years 2003, 2010, and 2017 (includes corresponding Graph/Chart)

10A.FRANCE

Market Analysis

Table 15. French Recent Past, Current and Future Analysis for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017



(includes corresponding Graph/Chart)

Table 16. French Historic Review for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

10B.GERMANY

A. MARKET ANALYSIS

Outlook

Street Stalls and Kiosks Sector in Germany: An Overview

B. MARKET ANALYTICS

Table 17. German Recent Past, Current and Future Analysis for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 18. German Historic Review for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

10C.ITALY

Market Analysis

Table 19. Italian Recent Past, Current and Future Analysis for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 20. Italian Historic Review for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

10D.THE UNITED KINGDOM



A. MARKET ANALYSIS

Outlook

Foodservice Industry: An Insight

Independent Players Dominate Street Stalls and Kiosks Sector

B. MARKET ANALYTICS

Table 21. UK Recent Past, Current and Future Analysis for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 22. UK Historic Review for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

10E.SPAIN

Market Analysis

Table 23. Spanish Recent Past, Current and Future Analysis for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 24. Spanish Historic Review for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

10F.REST OF EUROPE

A. MARKET ANALYSIS

Outlook

Russia: An Insight into Street Foods Market

B. MARKET ANALYTICS



Table 25. Rest of Europe Recent Past, Current and Future Analysis for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 26. Rest of Europe Historic Review for Mobile Food Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

11.ASIA-PACIFIC

A. MARKET ANALYSIS

Outlook

Australia

Mobile Food Stalls: A Popular Foodservice Sector

China

Urbanization Trend & Rising Income Levels Favor Foodservice Industry's Growth Morning Meals: A Critical Factor for Foodservice Industry

Shanghai Adopts New Food Safety Regulations for Mobile Street Vendors

India

Street Foods Market: An Introduction

Table 27. Foodservice Industry in India (2009): Percentage Share Breakdown of Value Sales for Home Delivery & Takeaway, Fast Food Outlets, Full-Service Restaurants, Self-Service Cafeterias, and Street Stalls/Kiosks (includes corresponding Graph/Chart)

Table 28. Foodservice Industry in India (2009): Percentage Share Breakdown of Number of Outlets for Home Delivery & Takeaway, Street Stalls/Kiosks, Fast Food Outlets, Full-Service Restaurants, and Others (includes corresponding Graph/Chart)

Classification of Street Vendors
Issues Facing Vendor Community

B. MARKET ANALYTICS

Table 29. Asia-Pacific Recent Past, Current and Future Analysis for Mobile Food



Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 30. Asia-Pacific Historic Review for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

12.REST OF WORLD

A. MARKET ANALYSIS

Outlook

Argentina

Chile

Israel

Saudi Arabia

B. MARKET ANALYTICS

Table 31. Rest of World Recent Past, Current and Future Analysis for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2009 through 2017 (includes corresponding Graph/Chart)

Table 32. Rest of World Historic Review for Mobile Food Services Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2003 through 2008 (includes corresponding Graph/Chart)

COMPETITIVE LANDSCAPE

Total Companies Profiled: 57 (including Divisions/Subsidiaries - 58)

Region/CountryPlayers

The United States

Europe

Germany

The United Kingdom

Rest of Europe

Asia-Pacific (Excluding Japan)

Middle-East

Mobile Food Services: Market Research Report



I would like to order

Product name: Mobile Food Services: Market Research Report

Product link: https://marketpublishers.com/r/MF62FC97710EN.html

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/MF62FC97710EN.html