

# I&R - The African Fast Food Market Report 2016

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## Abstracts

The growing popularity of fast food, coupled with the growing trends for convenience and value for money, have opened up opportunities in the African Fast Food market. The African Fast Food market is still in early stages of development in many African countries excluding South Africa and Egypt that have well established markets. Over the last two years the growing target audience has seen an increase in international brands setting up shop on the continent to tap into the growing middle-income segment. Increased international interest through direct investment by players such as Yum! Brands have also played a key role in shaping supply chains and opening up the markets to new entrants.

As incomes rise and all of the usual emerging market dynamics are in play, such as urbanization, more hectic lifestyles, many people in Africa are also gaining access to chained/branded restaurants for the first time. However, while rich pickings are available in the Africa, this must be tempered with knowledge of the trading risks such as the lack of formalized retail infrastructure, power shortages and poor supply and logistics chains.

Discover the latest market trends and uncover sources of future market growth for the African Fast Food Market, find hidden opportunities in the most current research data available, understand competitive threats with our detailed market analysis, and plan your corporate strategy with our expert qualitative analysis and growth projections. This report analyses and presents an overview of the African Fast Food Market.

Why you should buy The African Fast Food Market 2017

107 pages of comprehensive analysis

62 tables and graphs quantifying the market in detail

## African Fast Food market forecasts between 2017 and 2027

Forecasts for the 12 African fast food markets and an outlook on the rest of the continent:

Egypt, South Africa, Nigeria, Morocco, Kenya, Ghana, Algeria, Tunisia, Namibia, Botswana, Zambia and Zimbabwe.

A SWOT analysis that examines the African Fast Food market

17 key companies identified and profiled operating within the African Fast Food Market, including 2017 market share information.

You can order this report today and discover the latest market trends and uncover sources of future market growth for the African Fast Food market and gain an understanding of how to tap into the potential of this market by ordering *The African Fast Food Market 2017*.

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Burger King Opens First Restaurant In Kenya

Pizza Huts to Open in Ethiopia

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South African chain expanding into America

Pizza Hut takes over Naked Pizza Kenya

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Chicken Licken  
Domino's Pizza Inc  
Famous Brands  
Innskor Africa Limited  
McDonald's Corporation  
Nando's  
Spur Corporation  
Subway Sandwich Shops, Inc  
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Accor Maroc  
Attazaj  
Atlas Hospitality Morocco  
Aujan Coca-Cola Beverages Company  
Baguette & Baguette  
Baskin Robbins  
Big Square  
Bisco Misr  
Butlers Pty Limited  
Burger King Worldwide Inc.  
Chesanyama

Chi Farms  
Chicken Cottage  
Chickos  
Chili's  
Chicken Inn  
Chicken Licken  
Cold Stone Creamery  
Danone  
Debonairs  
Doctor's Association Inc.  
Domino's Pizza Inc.  
Famous Brands  
First Restaurant International  
Fish & Chips Co  
Grand Parade Investments  
Groupe Venezia  
Hellofood.ma  
Innscor Africa Limited  
Jack in the Box Inc.  
Kahala Corp  
Kenchic Limited  
Kellogg Company  
KFC  
Kilimanjaro  
Hard Rock Café  
La Société Mawarid Marocaine  
Little Caesars Pizza  
madein-marrakech.com  
Massmart  
McDonalds Corporation  
Mo'men  
Mr Biggs  
Mr Delivery  
Mugg & Bean  
Naked Pizza  
Nandos  
Navias  
Nestlé  
Nestlé Nigeria



Om Nom Nom Ltd  
Panarottis  
Pick 'n' Pay  
Pizza Inn  
Savola  
Scooters Pizza  
Shoprite  
Spur Corporation  
St Elmos pizza  
Steers  
Subway Sandwich Shops ink  
Sundry Foods Limited  
Tantilizers Plc  
Taste Holdings Food Division  
The Coca-Cola Company  
Tuskys  
UAC Restaurants Limited  
Uchumi  
Unilever Nigeria  
vivre-maroc.com  
Vovo Telo  
Wendy's  
West Coast Foods Ltd  
Wimpy  
Yum! Brands Inc

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