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Foodservice in Turkey

https://marketpublishers.com/r/F0D4AC61B7BEN.html
Date: December 2019
Pages: 55
Price: US$ 350.00 (Single User License)
ID: F0D4AC61B7BEN

Abstracts

Foodservice in Turkey

SUMMARY

Foodservice in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

Foodservice is defined as the value of all food and drink, including on-trade drinks not drunk with food, for immediate consumption on the premises or in designated eating areas shared with other foodservice operators, or in the case of takeaway transactions, freshly prepared food for immediate consumption. Foodservice is restricted to the sale of food and drink in specific foodservice channels defined below and excludes vending machines.

The Turkish foodservice industry had total revenues of $34.7bn in 2018, representing a compound annual growth rate (CAGR) of 7.8% between 2014 and 2018.

Industry transaction volume increased with a CAGR of 3.8% between 2014 and 2018, to reach a total of 7.8 billion transactions in 2018.

Tourism is helping to drive the foodservice industry in Turkey, with it contributing around $370bn to the economy in 2018, compared to $359bn in 2017.

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SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the foodservice market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the foodservice market in Turkey

Leading company profiles reveal details of key foodservice market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey foodservice market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Turkey foodservice market by value in 2018?

What will be the size of the Turkey foodservice market in 2023?

What factors are affecting the strength of competition in the Turkey foodservice market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's foodservice market?

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COMPANIES MENTIONED

Restaurant Brands International Inc
McDonald's Corp
MADO Ice Cream & Foodstuffs Co Ltd
Domino's Pizza, Inc.
Starbucks Corporation

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