



Euromonitor  
International

# World Market for Consumer Foodservice

October 2024

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## INTRODUCTION

Our expert's view of Consumer Foodservice  
Consumer Foodservice value sales  
Key findings  
Top market opportunities/trends  
Top trends more detail: Opportunities they present  
Drivers of consumer markets and impact on consumer foodservice  
Adjacent industries...

## STATE OF THE INDUSTRY

Recovery from COVID-19 continues despite slowing transactions growth  
Full-service remains largest category overall despite limited-service strength in key markets  
China's recovery fuels overall growth of Asia Pacific  
Full-service restaurants continue recovery, with Middle East showing key growth potential  
Chained growth supports the world's largest markets  
Development focuses on smaller footprints and developing drive throughs

## LEADING COMPANIES AND BRANDS

Consolidation reverses as independents recover from pandemic-related declines  
McDonald's remains most dominant player and plans swift international expansion  
Key brands plan aggressive international expansion and cater to local palates  
Specialist coffee and tea shops continue their takeover of the Chinese market

## CONCLUSION

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Scope

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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