

World Market for Consumer Foodservice

October 2024

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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

SWOT analysis Opportunities for growth

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