



# Competitor Strategies in Consumer Foodservice

August 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

## OVERVIEW

Companies at a glance

Revenue anchored in core foodservice amid strategic brand alliances

Strategic growth through franchising and selective acquisitions

Major players navigate challenges and expand opportunities in emerging markets

Chains continue to persist amidst stagnating market share

Market leadership is sustained through continuous evolution and innovation

## STRATEGIES

Adapting to consumer caution by prioritising value and personalisation in challenging times

Enhancing customer engagement through innovative loyalty programmes

McDonald's personalises its services by preparing meals before customers' arrival

Embracing digital channels to transform customer experiences

Enterprises pursue advancements in artificial intelligence

Burger King utilises generative AI in marketing campaigns

Sustainability landscape continues to evolve in foodservice industry

## KEY TAKEAWAYS

Key takeaways

### 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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/competitor-strategies-in-consumer-foodservice/report](http://www.euromonitor.com/competitor-strategies-in-consumer-foodservice/report).