

McDonald's Corp in Consumer Foodservice (World)

Global Strategy | 2022-10-05 | 36 pages | Euromonitor

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Report description:

McDonald's is the leading global foodservice player with a notable presence across regions, thanks to its world-renowned burgers and its quick-serve convenience model. McDonald's continues to innovate with refreshed outlet designs, new menu offerings, and digitally focused loyalty programmes. McDonald's has narrowed its focus towards core menu offerings in recent years, and hopes to drive future growth through a focus on burgers, chicken and coffee.

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Euromonitor International's McDonald's Corp in Consumer Foodservice (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Foodservice industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Foodservice market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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