

Virtual Restaurants: New Business Models, New Opportunities

Global Strategy | 2022-11-24 | 38 pages | Euromonitor

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Report description:

Food delivery has become a ubiquitous part of our daily lives, forcing restaurant operators to innovate and rethink sales through this channel. In the new era of delivery, concepts such as ghost kitchens and virtual brands have emerged to optimise processes and revolutionise logistics, offering new strategies to maximise profits. Virtual brands allow greater flexibility, enabling more players to enter the foodservice space, experiment, and find groundbreaking solutions that fit their needs.

Euromonitor International's Virtual Restaurants: New Business Models, New Opportunities global briefing offers an insight into to the size and shape of the Consumer Foodservice market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading operators and brands, offers strategic analysis of key factors influencing the operating environment - be they economic/lifestyle influences, new foodservice concepts, outlet locations, menu innovation or format development. The entire industry is considered, including both chained and independent operators. Forecasts illustrate how the market is set to change and what is the criteria for 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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