

Spain Foodservice Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The Spanish foodservice market is expected to witness a CAGR of 1.28% over the next five years.

The foodservice brands are eyeing the post-millennial age group as their prime targets. The growth of the foodservice industry, particularly for Spanish cuisines, was largely in small- and medium-sized cities. Key global brands and regional players seek effective market penetration in these potentially lucrative regions. Spain is an attractive market for international foodservice companies. There is an increase in export opportunities for the United States food and beverage suppliers, especially in the restaurant and hotel sector, due to the growing tourism sector in the country. Also, growth in the tourism sector in Spain, MICE (Meeting, Incentive, Conference, and Exhibitions) activities, and developments in the hotel and restaurant sector has further contributed to the market growth.

Famous foodservice restaurants in Spain, like Madrid Restaurants, Barcelona Restaurants, and Marbella Restaurants, are driving the market owing to their food quality, ambiance, and locations. International visitors come to Spain every year for business and leisure trips. The foodservice restaurants and hotels provide the best food and services, driving the market studied. Over the long term, the market studied is expected to grow because of online foodservices, changing lifestyles, and eating habits.

Spain Foodservice Market Trends

Increasing Tourism Boosting the Foodservice Market

Tourism, smaller households, an increasing number of women in the workforce, change in consumer patterns, a rise in the number of dine-in restaurants, and growing consumer preference for trying out other cuisines have led to the growth of the popularity of full-service restaurants. Tourism has become a trend these days for relaxation and family time. People are visiting locations in the same or different countries for leisure trips. For instance, according to the 2021 data from the Bank of Spain, 29.2 billion euros were spent by international tourists in Spain. As disposable incomes grow, foodservice trends are also expected to

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grow, presenting a great opportunity. Even in low-growth high-income regions, food service players could adapt and take advantage of an increasingly fluid and competitive environment. Hence, the demand for good food in an affordable, informal, and social environment is growing as consumers place the format secondary.

Increased Presence of Online Service Providing Growth Opportunities

The food service market in Spain expanded significantly in previous decades. Independent restaurants still dominate the market, accounting for over 90% of consumer foodservice value sales. New consumer habits, social networks' penetration into consumers' lifestyles, and new technologies have given players access to a bigger potential client base. According to the Ministry of Agriculture data from 2021, about 33.6% of people eat lunch, and 16.1% of people eat dinner outside their homes in Spain. Online food delivery apps are driving the food service market due to their convenience and quick delivery services. Pizza Hut, Golvo, Telepizza, Uber Eats, and IL Patio are some of the major restaurants operating in the Spain foodservice market.

Spain Foodservice Market Competitor Analysis

Spain's food service market is competitive and fragmented. Full-service restaurants hold a major share. Many restaurants introduced digital menus accessible via apps or a QR code, while some restaurants went further with apps designed to facilitate ordering, provide contactless payment opportunities, and allow consumers to consult menus. One of the main features of 100% home delivery or takeaway in Spain, which remained unchanged in the review period, is the strong leadership by chained outlets. Some major players in the Spanish foodservice market include McDonald's Corp, TelePizza SA, Zena Group, Comess Group SL, Vips Group, and Burger King Worldwide Inc.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

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5.1 Type

5.1.1 Full-service Restaurants

5.1.2 Self-service Cafeterias

5.1.3 Street Stalls/Kiosks

5.1.4 Cafes/Bars

5.1.5 100% Home Delivery/Takeaway

5.2 Structure

5.2.1 Chained Outlets

5.2.2 Independent Outlets

6 COMPETITIVE LANDSCAPE

6.1 Most Adopted Strategies

6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 Vips Group

6.3.2 Alsea, S.A.B. de CV

6.3.3 Comess Group SL

6.3.4 McDonald's

6.3.5 Telepizza Group SA

6.3.6 Burger King

6.3.7 Eat Out Group

6.3.8 Yum! Brands Inc.

6.3.9 Elior Group(Serunion)

6.3.10 Eurest Espana

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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