

## **Consumer Foodservice in Asia Pacific**

Global Strategy | 2023-08-22 | 51 pages | Euromonitor

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### **Report description:**

While consumer foodservice was recovering elsewhere in the region, 2022 saw the industry fall back into decline in China, Asia Pacific's biggest market, due to a resurgence of COVID-19 case numbers, dampening the overall regional performance in this year. While recovery will be seen, or will continue, in all markets in 2023, it is expected to take a few more years for sales to return to pre-pandemic levels, given the major losses the industry experienced during the pandemic.

Euromonitor International's Consumer Foodservice in Asia Pacific 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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