

## **McDonald's Corp in Consumer Foodservice (World)**

Global Strategy | 2023-08-25 | 31 pages | Euromonitor

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### **Report description:**

McDonald's is the leading global foodservice player by sales. The company has strong brand recognition globally, with its largest presence in limited-service burger and a smaller presence in cafes. McDonald's continues to innovate through strong delivery and pick-up programmes and a digitally focused loyalty programme. In recent years McDonald's has refocused its growth plan on outlet openings and core menu items of burgers and chicken, along with the expansion of its coffee business.

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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