

Consumer Foodservice By Location in South Korea

Market Direction | 2024-02-13 | 38 pages | Euromonitor

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Report description:

In 2023, the significant growth in sales of drive-through outlets was noteworthy. This method of fulfilment showed a triple-digit growth rate during COVID-19 in 2020, and still sustained double-digit current value growth in 2023. From a corporate perspective, drive-through outlets prove effective for operating profits, addressing the concerns and needs of contemporary consumers who prioritise time. Therefore, both Starbucks and McDonald's announced an increase in the number of drive-through stor...

Euromonitor International's Consumer Foodservice by Location in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice Through Leisure, Consumer Foodservice Through Lodging, Consumer Foodservice Through Retail, Consumer Foodservice Through Standalone, Consumer Foodservice Through Travel.

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 by Location 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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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The rise of consumer mobility drives stronger increases for non-standalone outlets
Double-digit growth for takeaway online ordering and eat-in value, due to burden of rising delivery fees on consumers

PROSPECTS AND OPPORTUNITIES

Continued development of takeaway is expected in 2024
Considering profitability and stability by opening up new outlets

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