

## **State of Consumer Foodservice Loyalty Programmes and Opportunities for Expansion**

Global Strategy | 2024-04-23 | 42 pages | Euromonitor

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### **Report description:**

Due to intense competition and fragmentation in the foodservice industry, many restaurant operators are focusing on customer retention strategies via loyalty programmes. The surge in delivery apps has facilitated this shift, allowing seamless integration of these programmes. These schemes offer opportunities to understand audiences better, foster communities and provide value beyond transactions, thus enhancing brand identity and loyalty through features that provide long-lasting connections.

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Euromonitor International's State of Consumer Foodservice Loyalty Programmes and Opportunities for Expansion global briefing offers an insight into 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 Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, 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

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