

## **Competitor Strategies in Consumer Foodservice**

Global Strategy | 2024-08-29 | 22 pages | Euromonitor

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### **Report description:**

The industry rebounded post-pandemic, exceeding 2019 values in 2023 due to inflation-driven price increases. Yet, transaction volumes remain below pre-pandemic levels as consumers face economic uncertainties. Operators are adapting with innovative engagement strategies like gamified loyalty programs and AI-driven insights, focusing on digitalisation and customer-centricity. Many businesses are also adopting sustainability initiatives, enhancing brand reputation and meeting consumer expectations.

Euromonitor International's Competitor Strategies in Consumer Foodservice 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 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.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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