

## Fast Food Groups – World

### Market Analysis – 2015-2020 Trends – Corporate Strategies

*Publication date: October 2015*

#### Exclusive extracts from this 189-page-long report:

##### - **What is the business?**

Fast food companies (including coffeehouse chains, bakery chains and other concepts) handle three main operations: supply chain management, operation, development and management of company-owned and franchised system units as well as brand management. Standard ingredients and food preparation processes, as well as minimal table service enable quick-service restaurant chains to provide rapid food service at competitive prices. [...]

##### - **Who are the key players?**

The quick-service restaurant industry is fragmented: the 7 largest chains –McDonald's, Yum! Brands, Restaurant Brands International, Subway, Wendy's, Dunkin Brands and Domino's Pizza- make up 17% of total industry value. [...]

Companies analysed in the report include: **McDonald's, Starbucks, Yum! Brands , Autogrill, Chipotle, Kuwait Food – Americana, Jollibee Foods, Wendy's , Domino's Pizza, Alsea, Yoshinoya Holdings, Papa John's International, Quick, Restaurant Brands International, Dunkin' Brands and Mos Burger Group.**

##### - **How intense is competition?**

The degree of rivalry in the industry has been on an upward slope as global fast food chains compete with each other to encompass a higher share of consumers' wallets. Fast food chains also compete with regional/local chains, as well as independent operators, which tend to encompass the bulk of sales value in emerging markets. Additionally, competition is heating up due to mass-market retailers' incursion into foodservice. In Japan, for example, Seven & I Holdings convenience stores account for the greatest slice of the QSR limelight, far superior to that of McDonald's, which comes in third. [...]

##### - **What are the main markets?**

China, Brazil and India are leading quick-service restaurant (QSR) markets. However, while emerging markets are among top QSR markets by value, they account for little in terms of QSR spend per head. For instance, annual QSR spend in India amounted to just €26 per capita, compared to €674 in Japan or similar levels in the US. As emerging markets continue to witness rising incomes and changing lifestyles, expansion in these markets is crucial for QSR chains' future growth. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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