Fast Food in New Zealand

Description: Fast food in New Zealand is characterised by fierce competition between the, particularly as both international chains such as Carls Jr and local chains such as BurgerFuel continue to open new outlets across the country.

The Fast Food in New Zealand 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 2020 illustrate how the market is set to change.

Product coverage: Chained Fast Food, Fast Food by Fast Casual vs Non-Fast Casual, Fast Food by Type, Independent Fast Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Fast Food 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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August 2016

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McDonald's Restaurants (NZ) Ltd in Consumer Foodservice (New Zealand)

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Executive Summary

Preference for Dining Out Drives Value Growth in Consumer Foodservice
High-quality Fresh Ingredients Form the Core Feature of Consumer Demand
Innovation Key To Excelling in A Competitive Trading Environment
Independents Remains Dominant in Sales and Outlet Numbers

Strong Growth Expected Over the Forecast Period

Key Trends and Developments

Positive Economic Trends Fuel Consumer Foodservice
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Major International Franchises Lead Hotbed of Innovation
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