Fast Food in Australia

Description: Higher investment in the development of new concepts, including menus, outlets and service, characterised fast food in Australia. Fast food consumers in Australia have become more demanding in terms of food quality and service, and have higher expectations of their overall experience when visiting their preferred fast food restaurant.

The Fast Food in Australia 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 2019 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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FAST FOOD IN AUSTRALIA

September 2015

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Executive Summary

Growing Preference for Eating Out Positively Impacts Consumer Foodservice
Consumers’ Demand for Healthier Food and Higher-quality Ingredients Increases in 2014.

Mcdonald's Retains Lead Despite Challenging Market Conditions

Independent Foodservice Operators Benefit From Outperforms

Positive Growth Expected Over the Forecast Period

Key Trends and Developments

Health and Wellness Drives Innovation in Australia

Eating Out Is Now Part of Australia’s Lifestyle

Role of Technology in Consumer Foodservice Gains Relevance

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