Brochure
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Description: Fast food refers to food that can be prepared and served in shortest time. The demand and trend of fast food differs from region to region. The roots of fast food come from North America where people eat out frequently and have busy life style. Food-on-the-go and drive-thru is a common concept in North America fast food market, whereas people in European countries take time and prefer having conversations while eating. Fast food chains and regional Quick Service Restaurants have customized their format and menu offering according to various regions as preferences of people and taste differ from place to place. Asia Pacific and Rest of the World (RoW) is the fastest growing market due to its favorable demographics and large population share. Increasing disposable income and preference for westernized food habits are some of the driving factors for rapid growth of fast food market in these economies.

This report has been segmented by product type, by distribution channel and by geography. It also includes the drivers, restraints and opportunities (DROs), Porter’s five forces analysis and value chain of the fast food market. The study highlights current market trends and provides the forecast from 2013 to 2019.

By geography, the market has been segmented into North America, Europe, Asia Pacific and RoW. The present market size and forecast till 2019 have been provided in the report.

The report also analyzes macro-economic factors influencing and inhibiting the growth of fast food market. Porter’s five forces analysis offers insights on market competition throughout its value chain. In addition, the market attractiveness analysis provided in the report highlights key investing areas in this industry. The report will help manufacturers, suppliers and distributors to understand the present and future trends in this market and formulate their strategies accordingly.

The global fast food market here refers to the market by type, by distribution channel and by geography. The market is categorized into the following segments:

Global Fast Food Market by Type

The different types of fast food covered under this research study are defined as follows:

- Burger/Sandwich
- Pizza/Pasta
- Chicken
- Asian/Latin American Food
- Sea-Food
- Others (Snacks, Mexican etc)

Global Fast Food Market by Distribution

- Quick Service Restaurant (QSR)
- Street Vendors
- Others

Global Fast Food Market by Geography

The different geographies covered under this research study are defined as follows:

- North America
- Europe
- Asia-Pacific
- Rest of the World

It also includes detailed profiles of the major players in this market with attributes such as product portfolio, strategy, SWOT analysis and recent developments. Some of the major players in the fast food market are McDonald's Corporation, Yum! Brands Inc., Dominos Pizza Inc., Doctor's Association Inc, Burger King Worldwide Inc., and Wendy's International Inc. and Jack in the Box Inc. among others.
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