

Competitor Strategies in Consumer Foodservice

May 2023

Table of Contents

INTRODUCTION

Scope

Key findings

OVERVIEW

Companies at a glance

Chains' adaptive capabilities during the pandemic ensure market gain over independents

Industry dependence

Granularity of growth

Emerging markets continue to account for a limited share

Constant innovations and developments help key players to maintain their position

STRATEGIES

Adapting to the impact of rising costs and inflation: Elevating customer engagement

Mobile loyalty programs as means to innovate and enhance customer engagement

Enhancing customer loyalty through expansion of digital user experiences

Tech-driven foodservice revolution

Robotic and automated foodservice enhance efficiency and convenience

Navigating the competitive landscape of food delivery

Adapting to the new normal: The evolution of restaurant spaces

Driving towards convenience with new store features and services

CONCLUSION

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-consumer-foodservice/report.