

World Market for Consumer Foodservice

June 2023

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Examining six trends shaping consumer foodservice

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Global recovery is hindered by moderate transaction volume and cautious spending

After strong initial recovery, consumer foodservice begins to lose growth momentum

US, Spain and United Arab Emirates lead global per capita spending

Asia Pacific drives the industry with a strong recovery forecast to 2027

Lifting restrictions in China accelerates foodservice global recovery

Limited-service restaurants in North America is the category to recover fastest worldwide

Home delivery outpaces takeaway share in 2023 and beyond

Retail locations quickly resume recovery and travel-related locations lag behind

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Chains seize on market contraction during the pandemic

Largest chains adapt to retain customers

Large manufacturers on the hunt for M&A opportunities, particularly in functional drinks

TOP TRENDS SHAPING THE INDUSTRY

Examining six trends shaping consumer foodservice

Price is a deciding factor for consumers which pushes brands to quickly react

Restaurants enter an era of digitalisation and data-driven restaurants

PedidosYa Merchant App digitalises and unifies supply purchases for operators

Virtual brands aim to optimise resources and complement sales

Smartphone- first future satisfies customers ' need for hyper-convenience

Growing consumer concern drives adoption of sustainable solutions

Companies embrace sustainability to stay competitive amid challenging environment

Increasing availability of plant-based options to meet demand for health and sustainability

Burger King goes green with plant-based expansion and meat-free experimentation

Enhancement of loyalty programmes in foodservice industry

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