



# Consumer Foodservice Market in US : 2017 Global Industry Key Players, Share, Trend, Segmentation and Forecast to 2020

*WiseGuyReports.com adds "Consumer Foodservice in the US 2017 Global Analysis, Growth, Trends, Industry Research Report Forecasting to 2020" reports to its database.*

PUNE, INDIA, January 11, 2017 /EINPresswire.com/ -- [Consumer Foodservice in the US:](#)

[Consumer foodservice](#) in the US continued to enjoy stable growth in 2015 in line with the review period average. The channel's growth ran in parallel with the broader economy's recovery following the 2008 recession. As unemployment in the US has fallen and wages have increased, the [foodservice](#) industry as a whole has benefited from US residents' rising disposable incomes.

Consumer Foodservice in USA 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.

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## FOODSERVICE OPERATORS GO DIGITAL

In 2015, foodservice operators in the US adopted digital ordering and payment platforms at an unprecedented rate. As smartphones and other digital devices proliferate among American consumers, operators are recognising the opportunity to develop a more seamless path to purchase, create a loyal customer base and cater for consumers' desire for greater convenience. Starbucks set the industry standard by developing a mobile phone payment application which in turn provides customers with rewards. Other chains like Dunkin' Donuts have emulated Starbucks' app to capture their own customer base. Additionally, 100% home delivery/takeaway chains like Domino's continue to reap the benefits of online ordering, which accounts for nearly half of these companies' overall sales. For those independent operators which lack a digital infrastructure, GrubHub and other third-party companies have filled a critical void by connecting foodservice operators and consumers through their own platforms. While the wave of digital innovation in consumer foodservice occurred at a rapid pace in 2015, this trend shows no sign of abating over the next few years.

## FAST FOOD PRICING AND PROMOTIONAL WARS

The key fast food players intensified their battle with each other in 2015 by seeking to entice customers via rival price promotions, limited time deals and an expanded product offering. Amid much fanfare and publicity, McDonald's began offering breakfast menu items after 10:30hrs. While the move boosted the company's sales, various franchisees complained that the additional breakfast items added an unnecessary layer of complexity to an already bloated menu, ultimately reducing their outlets' efficiency. Aggressive price promotions, such as the "5 for US\$4"

and “4 for US\$4” deals rolled out by Burger King and Wendy’s, respectively, marked the intensified efforts from these players to attract value-conscious consumers. Novel menu offerings comprised the final facet of this intensified competition between fast food players. For example, Wendy’s began offering a premium BBQ Pulled Pork Sandwich as well as other premium food items, while Arby’s introduced its A1 Special Reserve Steak Sandwich, which was available in November 2015, for US\$5.29.

## CONSUMER FOODSERVICE SET TO SEE STEADY GROWTH TO 2020

A combination of factors will contribute to the US consumer foodservice industry’s steady growth to 2020. Most importantly, the US economy is expected to continue growing over the near to medium term, resulting in more employment and higher disposable incomes, in turn enabling consumers to spend more money on foodservice. Furthermore, as urbanisation continues and lives become busier, consumers will likely spend less time preparing their own meals, instead opting for the convenience of the foodservice industry. Demand for convenience will also be supported by the further adoption of digital ordering and payment platforms.

The Consumer Foodservice in USA market research report includes:

- Analysis of key supply-side and demand trends
- Historic volumes and values, company and brand market shares
- Five year forecasts of market trends and market growth
- Robust and transparent market research methodology, conducted in-country

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Foodservice 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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