

Foodservice Norway Market 2017–By Identifying the Key Market Segments and Key players holding market share

Foodservice Norway Market 2017 Share, Trend, Segmentation and Forecast to 2021

PUNE, INDIA, September 19, 2017 /EINPresswire.com/ -- Pune, India, 19th September 2017: WiseGuyReports announced addition of new report, titled "Norway - The Future of Foodservice to 2021".

Summary

"Norway - The Future of Foodservice to 2021", provides extensive insight and analysis of the Norwegian foodservice market over the next five years (2016-2021) and acts as a vital point of reference for operators or suppliers.

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Revenue in the Norwegian foodservice profit sector rose at a CAGR of 3.0% between 2014 and 2016. This growth is forecast to accelerate slightly to 2021, at a CAGR of 3.3%, driven primarily by increasing transaction numbers. Outlet growth is expected to remain subdued across foodservice channels to 2021, with outlet numbers expected to rise at CAGR below 1.0% in all channels with the exception of mobile operators.

High disposable incomes and low levels of price sensitivity has driven premiumization in typically higher-cost and experiential channels, most notably pubs, clubs and bars and FSR. However, consumers are increasingly seeking out convenience from foodservice operators, driving strong growth in takeaway and delivery revenue across channels, and resulting in a proliferation of casual dining FSR concepts.

The report includes -

- Overview of the Norwegian macro-economic landscape: Detailed analysis of current macro-economic factors and their impact on the Norwegian foodservice market, including GDP per capita, consumer price index, population growth and annual household income distribution.
- Growth dynamics: In-depth data and forecasts of key channels (QSR, FSR, Coffee & Tea Shops, and Pubs, Clubs & Bars) within Norway's foodservice market, including the value of the market, number of transactions, number of outlets and average transaction price.

- Customer segmentation: identify the most important demographic groups, buying habits and motivations that drive out-of-home meal occasions among segments of the Norwegian population.
- Key players: Overview of market leaders within the three major channels including business descriptions and number of outlets.

Scope

- Families are the most frequent visitors to the QSR channel, and appealing to children is therefore a key driver of growth. Consumer groups that are typically associated with convenience-seeking behavior currently under-trade in the channel, as they are won over by better quality options elsewhere, most notably casual dining FSR.
- Casual dining is set to be a key driver of growth in the FSR channel to 2021, as more consumers trade up from QSR to higher-quality FSR. Delivery and takeaway provision is also forecast to grow ahead of the wider channel, in step with this trend toward good-value, high quality convenience.
- Consumers currently rely on coffee and tea shops as a 'third space', distinct from both work and home, and typically opt to dine-in. Demand for more convenience is, however, rising in the channel, and the delivery/takeaway sector is expected to grow ahead of the wider channel to 2021.

Reasons to buy

- Specific forecasts of the foodservice market over the next five years (2016-2021) will give readers the ability to make informed business decisions through identifying emerging/declining markets.
- Consumer segmentation detailing the desires of known consumers among all major foodservice channels (QSR, FSR, Coffee & Tea Shops, and Pubs, Clubs & Bars) will allow readers understand the wants and needs of their target demographics.
- Relevant case studies will allow readers to learn from and apply lessons discovered by emerging and major players within Norway's foodservice market.

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