



Fast Food in india 2017 – Predictions and Strategy, SWOT and Corporate Finance Report

Fast Food -Market Demand, Growth, Opportunities and Analysis Of Top Key Player Forecast To 2022

PUNE, MAHARASHTRA, INDIA, October 17, 2017 /EINPresswire.com/ -- [Fast Food](#) Industry

Description

Wiseguyreports.Com Adds “Fast Food -Market Demand, Growth, Opportunities and Analysis Of Top Key Player Forecast To 2022” To Its Research Database

TRENDS

Fast food in India grew at 12% in current value terms in 2016. This growth was driven by the increasingly fast-paced lives of Indian consumers, which led them to choose a quick fix for their meal requirements. This is especially the case given that the average age of Indian consumers is still below 30 years. Despite growing awareness of health and wellness among Indian consumers, consumption of fast food has not been affected.

COMPETITIVE LANDSCAPE

Jubilant Foodworks Ltd continued to be the channel leader in value terms with less than 1% share. This is due entirely to its flagship brand, Domino's, which literally single-handedly revolutionised the concept of pizza delivery in India.

PROSPECTS

The channel is expected to post a value CAGR of 6% at constant 2016 prices over the forecast period. The growth will be driven by the young consumer base of the country, who are less concerned about health matters, compared to the older generation. Furthermore, Millennials tend to work out much more often, hence are less restrictive about their diets.

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Overview

Discover the latest market trends and uncover sources of future market growth for the Fast Food industry in India with research from Euromonitor's team of in-country analysts.

Find hidden opportunities in the most current research data available, understand competitive threats with our detailed market analysis, and plan your corporate strategy with our expert qualitative analysis and growth projections.

If you're in the Fast Food industry in India, our research will save you time and money while

empowering you to make informed, profitable decisions.

The Fast Food in India 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

Our market research reports answer questions such as:

What is the market size of Fast Food in India?

What are the major brands in India?

Which type of fast food (burger fast food, chicken fast food, Asian fast food etc.) is expecting the greatest level of growth over the next five years?

Do Fast Casual restaurants have a presence in India?

What are fast food chains doing to attract consumers during non-traditional day-parts?

Why buy this report?

Gain competitive intelligence about market leaders

Track key industry trends, opportunities and threats

Inform your marketing, brand, strategy and market development, sales and supply functions

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JUBILANT FOODWORKS LTD IN CONSUMER FOODSERVICE (INDIA)

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Consumer Foodservice in India - Industry Overview

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Consumer foodservice grows steadily in 2016

Demonetisation drives the growth of chained outlets

Popularity of new cuisines led international players to be more successful

Unorganised foodservice outlets continued to dominate purely based on volume

Mobile app-based food ordering will drive growth

KEY TRENDS AND DEVELOPMENTS

Demonetisation led consumers to opt for organised foodservice players

Outlook

New cuisines are becoming popular among Indian consumers

Outlook

Nutrition, health and wellness continued to be an important aspect of eating out

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Mobile ordering of food became a common phenomenon in 2016

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