

Fast Food Market Size to Reach USD 1,467.04 Billion by 2028 | CAGR – 6.05% (2021–2028)

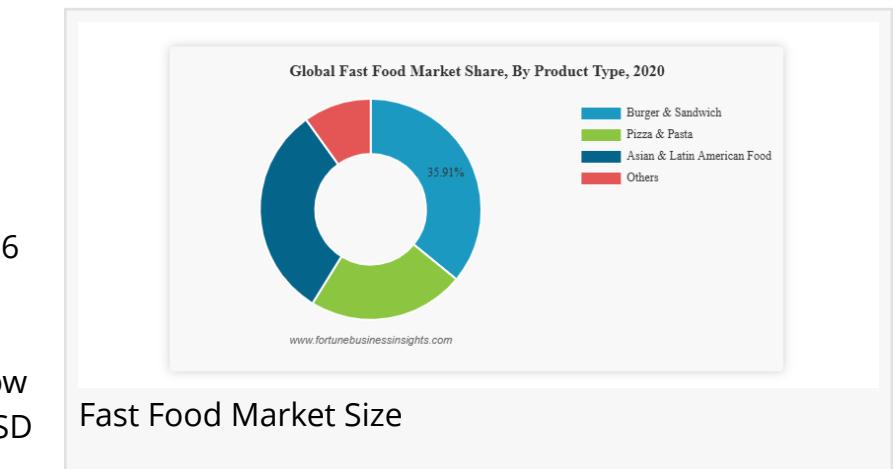
Fast Food Market Size to Reach USD 1,467.04 Billion by 2028, Supported by Digital Ordering and Expansion of QSR Chains

NY, UNITED STATES, February 10, 2026 /EINPresswire.com/ -- The global [fast food market](#) size was USD 862.05 billion in 2020 and is projected to grow from USD 972.74 billion in 2021 to USD 1,467.04 billion by 2028, registering a CAGR of 6.05% during the forecast period. Europe dominated the global fast food market with a 38.94% market share in 2020, supported by high consumer spending, strong tourism activity, and widespread presence of global fast food brands.

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Fortune Business Insights



The market continues to expand due to increasing demand for convenience foods, on-the-go snacks, ready meals, and cold cuts. Changing lifestyles, hectic schedules of millennials, and growth in the global working population are driving higher consumption of fast food. Rising consumer expenditure on food consumed away from home, coupled with increasing employment rates, is

further strengthening market growth.

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Fast Food Market Takeaways

The market is witnessing steady expansion due to growing urbanization, rising disposable income, and increasing adoption of online food delivery platforms. Expansion of quick-service restaurants (QSRs), strong franchise business models, and digital ordering systems are supporting long-term market scalability.

Latest Trends

Rising Popularity of Online Ordering for Multiple Cuisines Boosts Market Growth

Online food delivery emerged as a critical growth driver during the pandemic, enabling continued consumer access to fast food while supporting restaurant operations. Increased disposable income, expanding internet penetration, and rapid growth of e-commerce platforms have significantly influenced ordering behavior.

While online food delivery was already well-established in developed markets, adoption accelerated sharply in developing countries such as India, Indonesia, the Philippines, South Africa, Saudi Arabia, the UAE, Brazil, and Chile after COVID-19. Consumers are increasingly shifting toward digital ordering due to convenience, speed, transparency, and error-free transactions.

Furthermore, strong franchise business models allow global fast food chains to expand into Asia Pacific and South America, combining global brand recognition with rising demand for online meal ordering. This trend is expected to generate new growth opportunities throughout the forecast period.

Driving Factors

Changing Consumer Behavior and Rising Food Expenditure Drive Market Growth

Rising household incomes, increasing dual-income households, and higher spending on food consumed outside the home are key drivers of market expansion. The rapid proliferation of food service outlets across developed and developing regions has further strengthened demand. Well-known brands such as Domino's, Pizza Hut, McDonald's, KFC, and Burger King continue to dominate consumer preferences globally.

Growing foreign investment, expanding millennial population, rising tourism activity, and evolving consumption patterns are further supporting the industry's growth.

Rising Number of Quick-Service Restaurants Strengthens Market Outlook

Convenience remains a major growth driver, as fast food offers quick preparation and minimal effort. According to the USDA, the number of quick-service restaurants in the U.S. increased by nearly 20% between 2000 and 2015, with several urban regions recording growth exceeding 30%. The emergence of fast-casual dining formats is expected to continue driving market expansion during the forecast period.

Restraining Factors

Growing Health Awareness Limits Market Growth

Despite its popularity, fast food consumption is associated with high calorie intake and lower nutritional value. Increased awareness of obesity, diabetes, heart disease, and other health issues linked to excessive fast food consumption is expected to restrain market growth. Rising concern over childhood obesity and long-term health risks may further moderate demand growth over time.

Segmentation Analysis

By Product Type

Burger & sandwich segment dominates the market due to the global presence of burger chains and affordability compared to other fast food categories. Chains such as McDonald's and Burger King maintain strong market dominance due to wide geographic reach, diverse menus, and breakfast offerings.

Asian & Latin American food represents the second-largest segment, supported by rising disposable income and population growth across Asia Pacific countries such as India, China, Indonesia, and Thailand.

By Service Type

On-premise food services continue to witness strong demand with the rapid expansion of QSRs across Tier-2 and Tier-3 cities. Delivery and takeaway services are also gaining traction due to digital ordering platforms.

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Regional Insights

North America dominated the global fast food market in 2020 with a revenue of USD 337.8 billion, driven by rising dual-income households and strong presence of fast food chains. The U.S. remains the largest regional market, while Mexico is expected to record the highest CAGR during the forecast period.

Europe is expected to witness steady growth due to rising tourism, changing consumer preferences, and increasing demand for ready-to-eat breakfast products.

Asia Pacific is projected to record the fastest growth, supported by rapid digital adoption, expanding fast food chains, and increasing urbanization across China, India, and Japan.

South America and Middle East & Africa are expected to grow at a moderate pace due to improving consumer demand for convenience foods and gradual expansion of food service infrastructure.

Key Industry Players

Strategic Partnerships and Cloud Kitchen Expansion Shape Competitive Landscape

Wendy's partnered with Rebel Foods to launch 250 cloud kitchens in India, strengthening its presence in emerging markets.

List of Key Companies Profiled:

McDonald's

Burger King

Wendy's

Domino's

Pizza Hut

Papa John's International

Little Caesars

Chipotle Mexican Grill

Dunkin

Wallace Fujian Food Co Ltd

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