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“Australia Foodservice: The Future of Foodservice in Australia to 2016” provides a top-level overview and detailed market, channel, and company-specific insights into the operating environment for foodservice companies.

Summary

Why was the report written?

This report is the result of Canadean’s extensive market and company research covering the Australian foodservice industry. It provides detailed analysis of both historic and forecast foodservice industry values at channel level, analysis of the leading companies in the industry, and the Australia’s business environment and landscape. The Asia-Pacific region has remained relatively insulated during the economic downturn. The Australian foodservice industry report aims to portray the growth experienced in the industry compared to a bleak European scenario.

What is the current market landscape and what is changing?

The foodservice industry grew at a CAGR of 4.1% from 2006 to 2011, and is expected to grow at a CAGR of 3.9% until 2016. This growth is anticipated to be driven by the increasing number of households in the country, growing disposable incomes, a projected decline in Australia’s unemployment rate, and a greater acceptability of informal dining with fast food and “eating on the go” becoming increasingly prevalent. <http://www.bharatbook.com/market-research-reports/food-market-research-report/australia-foodservice-the-future-of-foodservice-in-australia-to-2016.html>

What are the key drivers behind recent market changes?

Demand for casual dining and fast food restaurants increased dramatically as a result of the increasing trend towards working families, and the growing number of Australian households. The increasing health-consciousness of Australian consumers also impacted the market during the review period, forcing operators to offer healthier options on their menus. Industry Analysis

What makes this report unique and essential to read?

“Australia Foodservice: The Future of Foodservice in Australia to 2016” provides a top-level overview and detailed market, channel and company-specific insights into the operating environment for foodservice companies. It is an essential tool for companies active across the Australia foodservice value chain, and for new companies considering entering the industry.

Scope

This report provides readers with unparalleled levels of detail and insight into the development of foodservice sector within Australia.

This report provides readers with in depth data on the valuation and development of both the Profit and Cost sectors in the Australia foodservice market.

This report provides details on the number of outlets, transactions, average price, foodservice sales, sales/outlet and transactions/outlet/week across nearly 50 sub-channels.

This report provides highly granular future forecasts and historic market data to aid market and strategic planning.

This report will help you to assess the impact of economic recession and recovery on foodservice market growth.

Reasons To Buy

Data sets are provided for 2006 through to 2016, with actual data provided till 2011.

All initial market sizing and analysis is conducted in local currency in order to ensure local trends are reflected in the data before conversion into other currencies.

This report covers 11 foodservice channels, seven of profit and four of cost sector, further segmented into nearly 50 sub-channels.

Key Highlights

Fast food service providers in general, and chained fast food operators in particular, are able to react quicker to changing consumer demand trends than full service operators, helping them to perform better.

Australian foodservice operators are increasingly using technologically advanced marketing channels in order to reach a greater number of consumers. In order to engage contemporary consumers, who have less leisure time and are increasingly on the go, foodservice chains are deploying online strategies in order to increase their brand presence and customer reach.

Australian foodservice operators are increasingly using social networking websites such as Facebook and Twitter in order to engage their customers at a reduced cost, and to promote their offerings, advertise new services such as loyalty programs, and receive consumer feedback.

The increase in the proportion of Australia's population classified as obese has effected a considerable shift in the country's eating patterns, forcing many foodservice operators to add healthier options, such as noodles and sushi, to their menus in order to attract health-conscious consumers.

Governments in New South Wales, Australian Capital Territory, and South Australia has made it mandatory for fast food chain operators to include menu labelling and display kilojoules information on their menus in February 2011.

For more information kindly visit :

Australia Foodservice: The Future of Foodservice in Australia to 2016

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