

# World Market for Consumer Foodservice

October 2024

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China's recovery fuels overall growth of Asia Pacific

Full-service restaurants continue recovery, with Middle East showing key growth potential

Chained growth supports the world's largest markets

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Consolidation reverses as independents recover from pandemic-related declines

McDonald's remains most dominant player and plans swift international expansion

Key brands plan aggressive international expansion and cater to local palates

Specialist coffee and tea shops continue their takeover of the Chinese market

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