



# Competitor Strategies in Consumer Foodservice

September 2025

Table of Contents

## INTRODUCTION

Key findings

## OVERVIEW

Companies at a glance

Foodservice brands are expanding into retail and packaged goods

Strategic mergers are driving foodservice growth

International players target emerging markets for their expanding potential

Global foodservice leadership remains resistant to change

Leading foodservice brands are positioned to retain their strength through 2029

## STRATEGIES

Foodservice is prioritising these five focus areas in business strategies in 2025

Foodservice companies continue to balance cost and value

Foodservice rethinks menus as response to budget cautiousness

Foodservice success depends on experience, not just food quality

Brands are actively investing in creating experiential foodservice environments

Social media becomes a core part of foodservice brands' strategies

Brands are leveraging social platforms to foster deeper relationships with consumers

Wellness keeps reshaping foodservice strategies

Foodservice brands embrace wellness trends and broaden healthy offerings

Technology continues to redefine restaurant operations

Focus on operational efficiency remains a top priority for foodservice companies

## KEY TAKEAWAYS

Key summary

## APPENDIX

Projected company sales: FAQs

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/competitor-strategies-in-consumer-foodservice/report](http://www.euromonitor.com/competitor-strategies-in-consumer-foodservice/report).