



# The World Market for Consumer Foodservice

May 2025

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Our expert's view of Consumer Foodservice in 2025

## THE WORLD MARKET FOR CONSUMER FOODSERVICE

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Top five trends uncovered

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### STATE OF THE INDUSTRY

Economic uncertainty and cautious spending will slow industry growth

Consumer foodservice is the largest value sector in consumer goods and services

The US market takes a clear lead in foodservice per capita spending

Asia Pacific and Middle East and Africa are driving growth amid economic challenges

Limited-service strategies meet consumer needs through snacks and menu add-ons

Chained players will fuel growth with competitive strategies in the forecast period

Developments in tourism will push consumer foodservice through travel and lodging

Delivery growth pushes players to continue rethinking omnichannel strategies

### COMPANIES AND PRODUCTS

Global chains face challenging years fuelled by economic uncertainty

Local brands thrive as international chains face challenges in the Middle East

McDonald's focuses on its M-C-D strategy for customer connections and value

Yum! Brands pilots new store formats and aims to become fully digital

Asia's foodservice beverage market is booming

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