



# World Market for Consumer Foodservice

October 2024

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Our expert's view of Consumer Foodservice  
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## STATE OF THE INDUSTRY

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Full-service remains largest category overall despite limited-service strength in key markets  
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  
Development focuses on smaller footprints and developing drive throughs

## LEADING COMPANIES AND BRANDS

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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### About Euromonitor International

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