Foodservice Strategies in South East Asia Report Series

ESSENTIAL MARKET INTELLIGENCE  TRENDS & OUTLOOK FOR FOOD & BEVERAGE MANUFACTURERS AND SUPPLIERS COLLECTED AT THE SOURCE, DIRECTLY FROM FOODSERVICE OUTLETS

www.FIForesight.com
BE PART OF THE GROWTH
The six largest foodservice markets in South East Asia are exciting and vibrant having some recording exponential growth, over the past 15 years.

OUR SOUTH EAST ASIAN RESEARCH SERIES COMPRISES:
1. REGIONAL OVERVIEW
2. FOODSERVICE MARKET REPORTS
3. OUTLET NUMBER DATABASE

1. REGIONAL OVERVIEW
The regional overview presents comparisons among the six foodservice markets as well as a synopsis of the region as a whole.

Includes:
- A synopsis of the **regional economy**
- **The social & political environment** outlining population size and population age composition as well as ethnic and religious characteristics
- FII Foresight **International Market Development Analysis** – comparing various foodservice markets’ development phase and the population’s overall propensity to eat out
- **Regional foodservice trends & developments**
- **Total outlet number comparisons and analysis** among the six markets
- **Distribution in foodservice** – the overall foodservice supply chain and the relative importance of the various distribution channels
- **Market Attractiveness Ratings**
- **Regional Market Outlook**

2. FOODSERVICE MARKET REPORTS
For each of the six foodservice markets, we provide:

1. **MARKET STRUCTURE & CHARACTERISTICS**
   Analysis of number of foodservice outlets by sector and channel. Overall foodservice market characteristics

2. **MARKET TRENDS & DEVELOPMENTS**
   Key market as well as channel trends and developments

3. **MARKET DRIVERS**
   Key market drivers for the overall foodservice market

4. **MARKET OUTLOOK**
   General market conditions and future growth opportunities
The six largest foodservice markets in South East Asia are exciting and vibrant having experienced solid market growth, with some recording exponential growth, over the past 15 years.

3. OUTLET NUMBER DATABASE

WHAT THE DATABASE CONTAINS

<table>
<thead>
<tr>
<th>SUMMARY SECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary of South East Asian Outlet Numbers - Broken down by country and sector</td>
</tr>
<tr>
<td>Summary of Outlet Penetration - Broken down by country and sector</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PER COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outlet Numbers - Broken down by sector and channel</td>
</tr>
<tr>
<td>QSR and Snack Chain Outlet Numbers - Broken down by category</td>
</tr>
<tr>
<td>QSR and Café Chain Outlet Numbers - Broken down by category</td>
</tr>
</tbody>
</table>

THE SIX KEY MARKETS COVERED BY THIS REPORT SERIES ARE:

SINGAPORE, MALAYSIA, INDONESIA, THE PHILIPPINES, THAILAND, VIETNAM

Since 1985 our consultants have delivered bespoke research projects as well as syndicated studies in over 20 countries.