

Fast Food Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Firehouse Subs

Auntie Annes

Yum Brands Inc.

Doctors Association Inc

Starbucks

Taco Bell

Wendy's

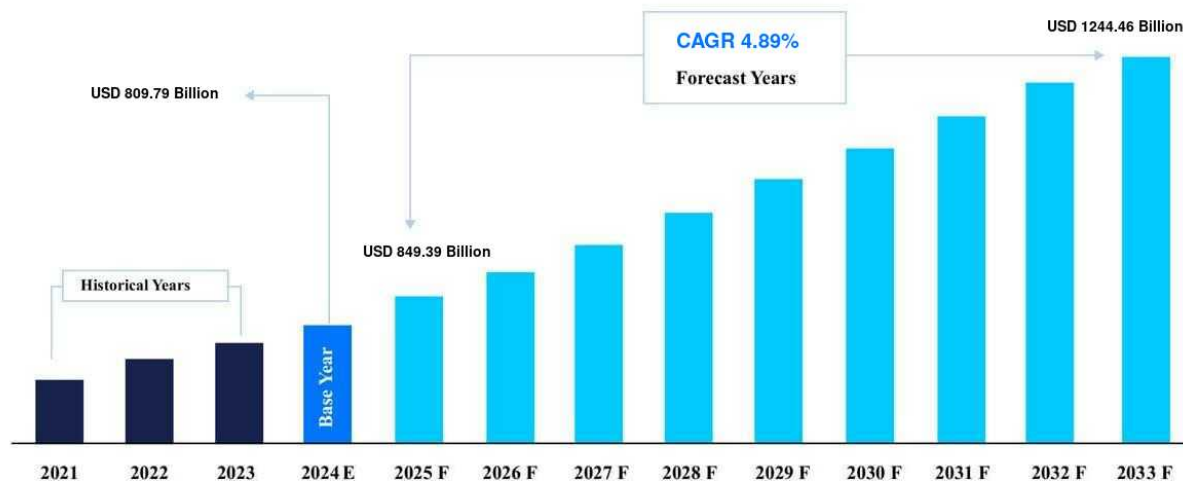
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
35%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

United Kingdom

China

Emerging Companies

McDonald's

Pizza Hut

Dominos Pizza

Market Trends

Growth Trends

- Increase in fast-food consumption due to lifestyle changes
- Growth of drive-thru and home delivery services
- Rising Trends towards healthy and organic fast food products
- Adoption of Technology and Apps for Fast Food Ordering
- Expansion of Fast Food Chains in Emerging Markets
- Growth in value meal and combo offers
- The rising influence of westernized food culture
- Increased demand for convenience food

Factors considered while calculating market size and share

- Number of Fast Food Chains and Restaurants
- The Pricing Models of Various Fast Foods
- Consumer trends and preferences
- Advertising and Promotional Efforts
- Income Levels and Disposable Incomes of Target Market
- Tax and regulatory environment
- Competitive Product Offering
- Geographic distribution and population of target audience

Key Market Indicators

- Fast Food Sales Growth
- Market Penetration Rates
- Consumer Spending on Fast Food
- Profit Margins for Fast Food Chains
- Market share of key players
- Size of the target market
- Changes in Consumer Behavior
- Technological Advancements in the Fast Food Industry

Serious health concerns linked to the consumption of fast food

The rising fast food consumption among young adults is a cause for concern because it results in a high fat intake, which might result in obesity and the chronic diseases associated with obesity. Obesity is associated with cancer, diabetes, gallbladder disease, fatty liver, cardiovascular disease, arthritis, and joint disorders, among other long-term health issues, premature death, and illnesses. The consumption of it has been identified as a potential risk factor for childhood obesity. With so many health concerns associated with its consumption, it is anticipated that awareness of this will act as a restraint on the expansion of this industry.

Market Trends

Improving the standard of living and changing consumer behavior

Rising family income and the change in consumer behavior are the primary factors driving consumers to dine out more in the majority of regions. In addition, the rapid expansion of various food service outlets is gaining popularity in developed and developing markets around the world, despite the continued popularity of well-known brands such as Domino's, Pizza Hut, McDonald's, KFC, and Burger King. With the rapid rise in the popularity of fast food among young people, global fast-food chains are currently considering overseas markets. The consumption of it is on the rise due to its convenience, affordability, menu variety, and flavor. Increasing foreign investment, rising household incomes, an expanding population of millennials, a rise in tourism, and shifting consumer consumption patterns all contribute to the expansion of the industry.

An increasing number of quick-service restaurants

This industry is primarily driven by the ability to deliver food quickly and in a short amount of time, which appeals to young customers. The preference of consumers for ready-to-eat foods and fast food has altered the international fast food market dynamic nature. Less time and effort are required to prepare it, which is a significant factor in the rising demand for these products. In 2020, the QSR channel led the industry in terms of outlet count. In India, quick-service restaurants are the fastest-growing segment of the food services industry. The rising discretionary income of consumers will also contribute to the market's growth in the coming years.

Healthy fast food options by its chains

With varying degrees of success, its chains have been hopping on the healthy food bandwagon for some time. The purpose of improving their menus with foods that contain less fat, cholesterol, and sodium is to increase sales and attract a new customer base. The anti-obesity movement is also influencing the menus of fast-food restaurants. As fast-food chains introduce healthier menu options, opportunities will arise for suppliers and food processors. More than fifty percent of U.S. consumers like the trend toward healthier fast food. Consequently, there are more possibilities for fast food restaurants.

Market Segments

By Product

Burgers and sandwiches dominate the fast food industry, accounting for a substantial 32-35% of the market share. This segment's dominance can be attributed to the widespread appeal of quick, satisfying meals that cater to a broad range of tastes and preferences. Iconic global brands like McDonald's, Burger King, and Wendy's have significantly contributed to this growth by establishing strong brand recognition and offering diverse menu options that cater to various consumer demands.



32-35%

Burgers/Sandwiches

By Service Type

On-premise dining holds a 40-45% market share, maintaining a significant presence despite the dominance of delivery and takeaway. While convenience has shifted many consumers toward ordering in, dining out remains a key aspect of the food experience, particularly for family meals, celebrations, and social gatherings.



40-45%

On-premise Dining

By Distribution Channel

Quick Service Restaurants (QSRs) dominate the fast food market with a substantial XX% market share, making them the largest channel in the industry. Major chains such as McDonald's, Burger King, and Wendy's continue to expand their global footprint, leveraging their well-established brands, efficient service models, and extensive menu options.



XX%

Quick Service Restaurants

Regional Overview

North America

North America holds a 40% market share in the global fast food industry, with the United States accounting for about 65-70% of the region's share. The U.S. is the largest market, home to global fast food giants like McDonald's, KFC, and Subway. These brands have not only established a strong foothold domestically but also continue to influence global trends in fast food.



65-70%

United States Market Share

Europe

Europe holds a 25% market share in the global fast food industry, with the United Kingdom accounting for around 20-25% of the region's share. Fast food chains are rapidly expanding in key markets like the UK, Germany, and France, with brands such as McDonald's and Burger King having a strong presence.



20-25%

United Kingdom Market Share

APAC

Asia-Pacific holds a 20% market share in the global fast food industry, with China representing about XX% of the region's share. The market is growing rapidly, especially in China and India, where both local fast food chains and international brands like KFC and McDonald's are widely popular.



XX%

China Market Share

Regional Overview

Middle East and Africa

The Middle East and Africa are experiencing a growing demand for fast food, with KFC and McDonald's leading the market in countries like Saudi Arabia and Egypt. Delivery and takeaway services are becoming increasingly popular, especially in urban areas.



XX%

Saudi Arabia Market Share

LATAM

Latin America, particularly Brazil, is steadily growing in fast food consumption, with McDonald's and Subway leading the market. There is a rising demand for both affordable local options and international fast food brands.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquaters	Establisheds	Key Executives	Revenues
McDonald's	https://www.mcdonalds.com/	Chicago, Illinois, USA	1940	Chris Kempczinski (CEO)	\$23.2 billion
Pizza Hut	https://www.pizzahut.com/	Plano, Texas, USA	1958	Artie Starrs (CEO)	\$13.1 billion
Dominos Pizza	https://www.dominos.com/	Ann Arbor, Michigan, USA	1960	Russell Weiner (CEO)	\$18.1 billion
Burger King	https://www.bk.com/	Miami, Florida, USA	1954	José Cil (CEO)	\$1.9 billion
KFC	https://www.kfc.com/	Louisville, Kentucky, USA	1952	Tony Lowings (CEO)	\$27 billion

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