

US Fast Food Market Outlook 2010

By chinaccm.com

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Summary

The US fast food industry has reported remarkable growth despite being severely hit by the economic turmoil. Yankees consume more than half of their food in restaurants. Fast food is an important segment of the restaurant industry and growth of this segment is outpacing the growth of overall restaurant industry, says "US Fast Food Market Outlook 2010", a new report.

The report provides an extensive research on the US fast food industry along with impartial analysis considering the impact of financial crisis on its performance. It thoroughly examines the current industry trends which are adding to the growth of fast food industry.

The report also includes forecast for different segments of the fast food industry, with due consideration to the possible negative effects of recession on the industry so that clients closely study how the market will progress in coming years.

For the purpose of this report, Quick Service restaurants are considered as the fast food restaurants.

The forecasts and estimations given in this report are not based on a complex economic model, but are intended as a rough guide to the direction in which the market is likely to move. This forecast is based on a correlation between past market growth and growth of base drivers.

Our report also provides forecasts for

- * Restaurant Industry
- * Fast Food Industry
- * Hamburger sales
- * Sandwich sales
- * Pizza sales
- * Mexican fast food sales
- * Real GDP Growth
- * Population
- * Per Head Personal Disposable Income

Key Players

This section provides business overview of key players in the US fast food industry. The key players discussed in the report are McDonald's Corporation, Wendy's International, Burger King Corporation, Taco Bell Corp., Pizza Hut Inc., KFC Corporation and Subway.

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