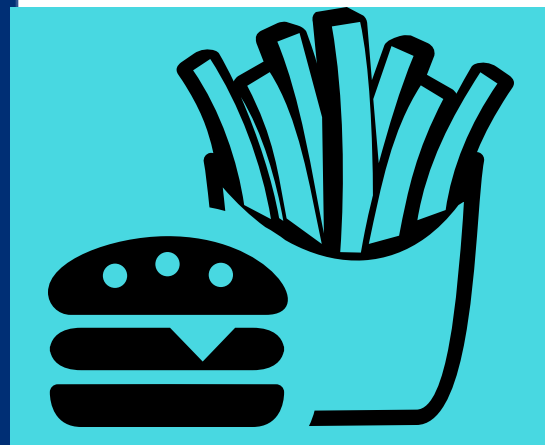


# ITALY FOODSERVICE MARKET (2017 - 2029)

Domain: **Food Service**  
Number of Report Pages: **201**



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- 1.2 Scope of the Study
- 1.3 Research Methodology

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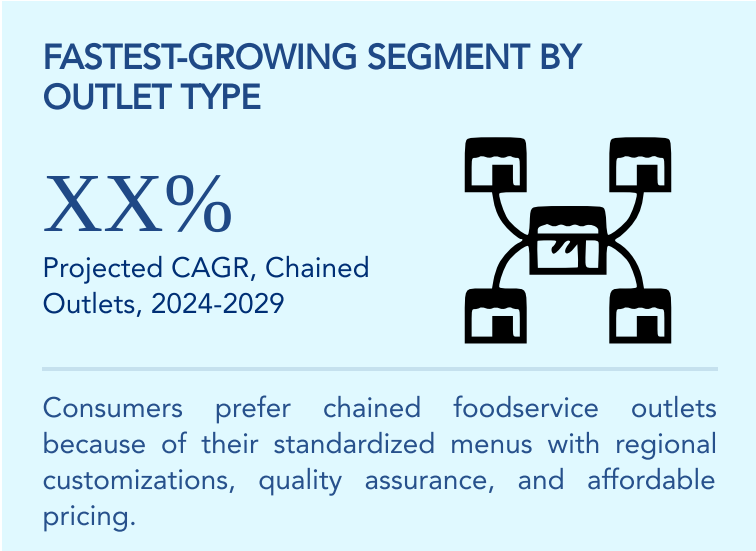
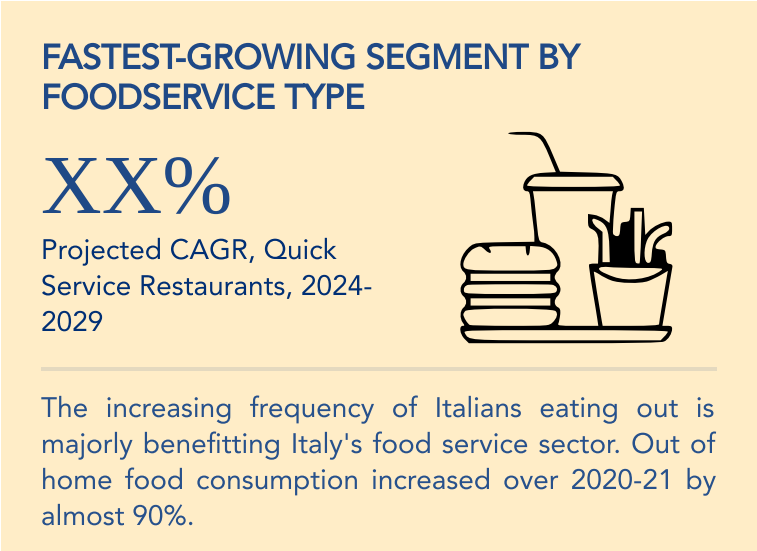
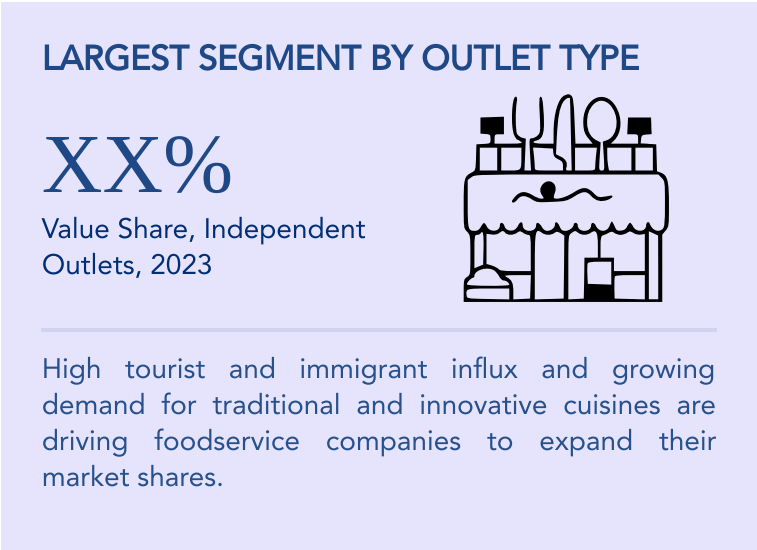
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# EXECUTIVE SUMMARY & KEY FINDINGS



## THIS REPORT OFFERS

### KEY TRENDS IMPACTING MARKET GROWTH

- Analysis of Number of Outlets and Average Order Value.
- Impacts of Trends on the Market.

### SEGMENT AND SUB-SEGMENT LEVEL MARKET SIZES AND FORECASTS

- By Foodservice Type
  - Cafes & Bars
  - Full Service Restaurants
  - Quick Service Restaurants
  - Cloud Kitchens
- By Outlet
- By Location

### DEEP ANALYSIS OF MARKET

- Market Sizes
- Forecasts
- Qualitative and Quantitative Analysis of Market.

### COMPREHENSIVE OVERVIEW OF COMPETITIVE LANDSCAPE

- Market Shares of Major Companies at the Country Level.
- Detailed Profiles and Product Portfolios of all Major Competitors.

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# 1 Introduction

1.1 Study Assumptions & Market  
Definition

1.2 Scope Of The Study

1.3 Research Methodology





## 1.1 STUDY ASSUMPTIONS & MARKET DEFINITION

### BASE CURRENCY

The base currency is the United States Dollar (USD). Conversion of other currencies is based on the revenue mentioned as per the fiscal year of the company, and currency conversion is as per the account closure date of the company. The exchange rate conversion for the forecast period is determined according to the base year's conversation rates.

### BASE YEAR AND STUDY PERIOD

The base year is identified based on the availability of annual reports and secondary information. The study period is from 2017- 2029.

### FORECAST TERMS

Market size estimations for the forecast years are derived after considering inflation and its impact on average order value (AOV) throughout the forecast period for each country.

### PRIMARY RESEARCH

Distribution of primary interviews was conducted based on the regional share of the market and the presence of key players in each of the demographics pertaining to the market studied.

## 1.2 MARKET DEFINITION

### CAFES & BARS

A type of foodservice business that include bars and pubs that are licensed to serve alcoholic drinks for consumption, cafes that serve refreshments and light food items, as well as specialty tea and coffee shops, dessert bars, smoothie bars, and juice bars.

### FULL SERVICE RESTAURANTS

A foodservice establishment where customers are seated at a table, give their order to a server, and are served food at a table.

### QUICK SERVICE RESTAURANTS

A foodservice establishment that provides customers convenience, speed, and food offerings at lower prices. Customers usually help themselves and carry their own food to their tables.

### CLOUD KITCHEN

A foodservice business that utilizes a commercial kitchen for the purpose of preparing food for delivery or takeout only, with no dine-in customers.





## 1.2 SCOPE OF THE STUDY

### BY FOODSERVICE TYPE

- CAFES  
          & BARS
- CLOUD KITCHEN
- FULL SERVICE RESTAURANTS
- QUICK SERVICE RESTAURANTS

### BY OUTLET

- CHAINED OUTLETS
- INDEPENDENT OUTLETS

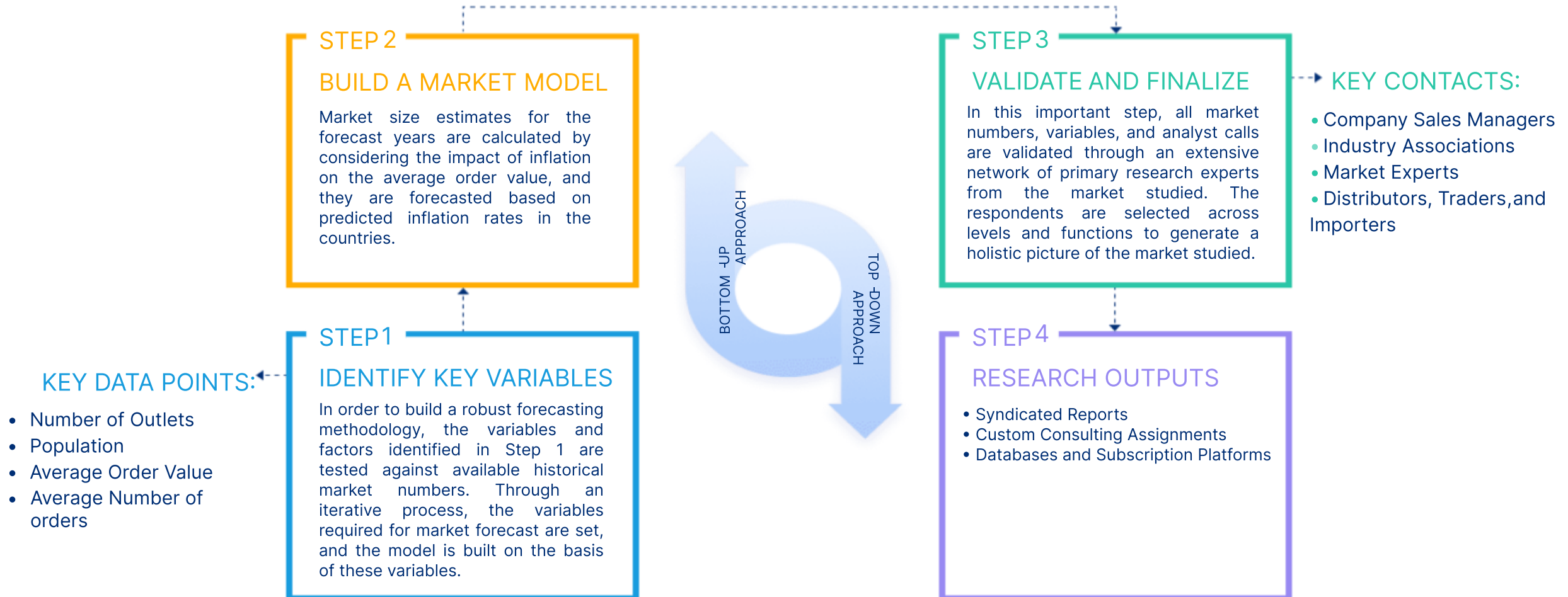
### BY LOCATION

- LEISURE
- LODGING
- RETAIL
- STANDALONE
- TRAVEL





## 1.3 RESEARCH METHODOLOGY



## 2 Key Industry Trends

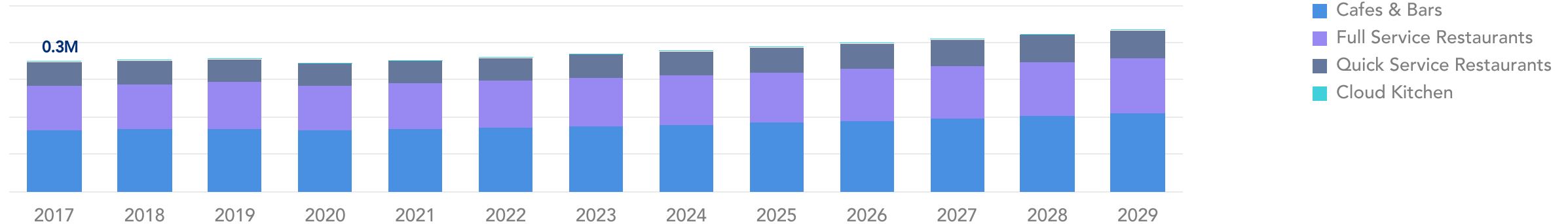
- 2.1 Number Of Outlets
- 2.2 Average Order Value
- 2.3 Regulatory Framework
- 2.4 Menu Analysis





## 2.1 NUMBER OF OUTLETS

### NUMBER OF OUTLET UNITS BY FOODSERVICE CHANNELS, ITALY, 2017 - 2029



### BARS & PUBS DOMINATE FOODSERVICE LANDSCAPE IN ITALY, WITH LOMBARDY HAVING THE HIGHEST PERCENTAGE OF OUTLETS

- The number of quick service restaurant outlets in Italy experienced a decline by 4.90% from 2019 to 2020, primarily attributed to the operational restrictions imposed by the pandemic. Popular dishes like pizza, pasta, noodles, burgers, and sushi dominate the Italian market, with fast-food brands specializing in these items accounting for a significant presence. Pizza, in particular, holds a substantial share of the Italian restaurant landscape, with approximately 40,000 restaurants (including both QSR and FSR) in the country offering various kinds of pizza. Bar pizzerias accounted for 36,300 of these establishments in 2022. <sup>[1]</sup>
- Cafes & bars had the highest number of outlets among all foodservice types in 2022. Bars and pubs constituted over 74% of the outlets, while cafes represented nearly 25%. Lombardy, located in northern Italy and home to Milan, had the highest share of bars in the country at 17.21%. The region is renowned for its vibrant nightlife and culinary scene. Lazio, including Rome, ranked second with 10.53% of the bars, followed by Emilia-Romagna (9.19%), Campania (8.9%), and Veneto (8.55%). These regions are also known for their rich cultural and culinary traditions. Cafes and specialty coffee shops also play a significant role in the Italian market. In 2022, Italy had approximately 64,200 cafes and 560 specialty coffee shops. Cloud kitchens are projected to record a CAGR of 1.23% in terms of the number of outlets during the forecast period. Currently, cloud kitchens represent only 0.11% of the total number of foodservice outlets in Italy. However, with the growing online delivery market, the number of cloud kitchens is expected to increase significantly in the future. <sup>[2]</sup>



## 2.3.1 REGULATORY FRAMEWORK



### AGENCIES AND ACTS

- In Italy, food safety issues are adjudicated almost exclusively by regulations and directives of the European Union (EU).
- The European Food Safety Authority (EFSA) provides independent scientific advice on food-related risks to its member states. EFSA issues advice on existing and emerging food risks in the country. This advice informs European laws, rules, and policymaking and so helps protect consumers from risks in the food chain.
- In Italy, the local health departments are part of public agencies called “aziende sanitarie”, which inspects the food business ensuring compliance with the regulations across the food chain.

### APPROVAL PROCESS

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### SAFETY GUIDELINES

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## POPULAR DISHES/MENU ITEMS AND THEIR AVG PRICE IN USD, 2022

### CAFES & BARS

Dish/Item Names	Avg Price
Dish 1	XX
Dish 2	XX
Dish 3	XX
Dish 4	XX
Dish 5	XX
Dish 6	XX
Dish 7	XX

### FULL SERVICE RESTAURANTS

Dish/Item Names	Avg Price
Dish 1	XX
Dish 2	XX
Dish 3	XX
Dish 4	XX
Dish 5	XX
Dish 6	XX
Dish 7	XX

### QUICK SERVICE RESTAURANTS

Dish/Item Names	Avg Price
Dish 1	XX
Dish 2	XX
Dish 3	XX
Dish 4	XX
Dish 5	XX
Dish 6	XX
Dish 7	XX

### CLOUD KITCHEN

Dish/Item Names	Avg Price
Dish 1	XX
Dish 2	XX
Dish 3	XX
Dish 4	XX
Dish 5	XX
Dish 6	XX
Dish 7	XX



# 3 Market Segmentation

3.1 By Foodservice Type

3.2 By Outlet

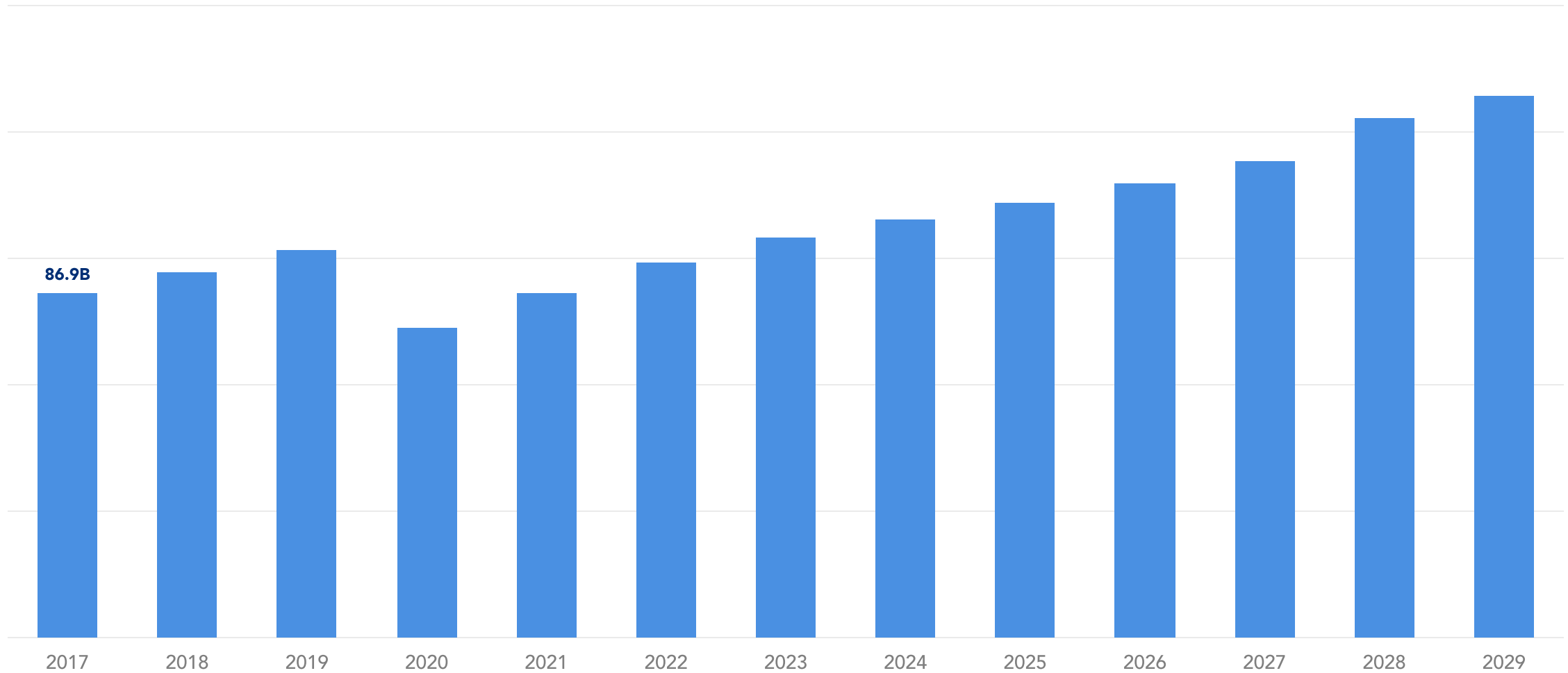
3.3 By Location





## MARKET SNAPSHOT

ITALY FOODSERVICE MARKET, VALUE, USD, 2017 - 2029



# 4 Competitive Landscape

- 4.1 Key Strategic Moves
- 4.2 Market Share Analysis
- 4.3 Company Landscape
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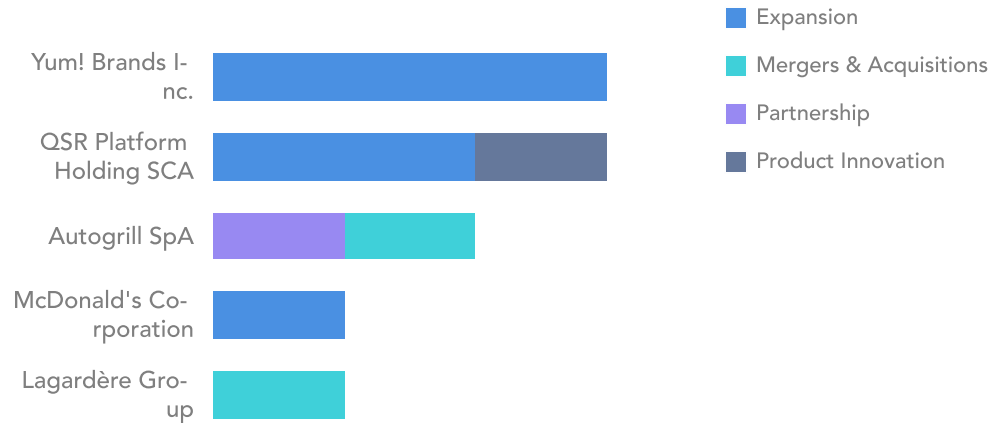




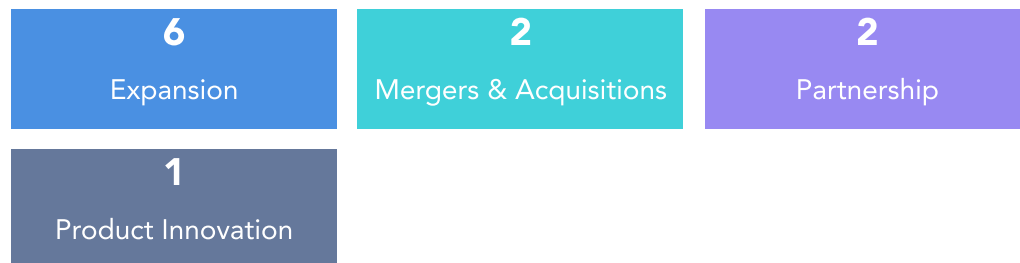


## 4.1 KEY STRATEGIC MOVES

### MOST ACTIVE COMPANIES BY NUMBER OF STRATEGIC MOVES, COUNT, ITALY, 2019 - 2023



### MOST ADOPTED STRATEGIES, COUNT, ITALY, 2019 - 2023



- The key players in the market are adopting strategies such as geographical expansions, mergers and acquisitions, and product innovations to establish a strong consumer base in the industry. The major players operating in the Italian foodservice market include Yum! Brands Inc., QSR Platform Holding SCA, and Lagardere Group. These companies are expected to expand their geographical footprint in the country over the study period. In February 2021, Yum! Brands Inc. opened a new KFC outlet in Pomezia, a municipality in the Metropolitan City of Rome, the 47th outlet of the franchise in the country. <sup>[66]</sup>

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## 4.2 MARKET SHARE ANALYSIS

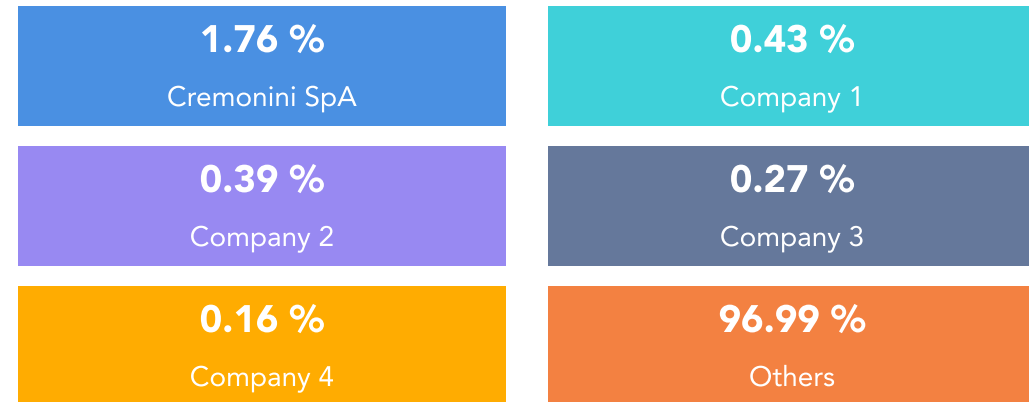
- The Italian foodservice market is highly fragmented. The top key players include Cremonini SpA, Compagna Generale Ristorazione, McDonald's Corporation, Autogrill SpA, and La Piadineria Group; in total, these companies accounted for a market share of just 3.01% in 2022. This was primarily due to the region's numerous regional and domestic players that held over 96.99% of the market share in 2022.

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### VALUE SHARE OF MAJOR PLAYERS, %, ITALY, 2022



### 4.3 COMPANY LANDSCAPE

S.No	Company	Established	Headquarters	Global Revenue- (USD Million)	Employees	Key Products
1	Alice Pizza Negozi Srl	1990	Via delle Grazie, Italy	35.88	474	Pizza
2	Autogrill SpA	1977	Rozzano, Italy	4,762.46	34,639	Burger, Bakery, Seafood

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## 4.4.5 Cremonini SpA - GLOBAL OVERVIEW



### OVERVIEW

Cremonini SpA is a private company primarily involved in the production of beef and meat-based transformed products.

The company, through its subsidiary Chef Express, offers food catering services on railway stations, airports, and highways.

The company is present in commercial catering and own various restaurant brands like Roadhouse Grill, Calavera Restaurant, and Billy Tacos.

**5,478.4 M**

Global Revenue in USD  
FY 2022 ( All Segments )

**18,500**

Employees

**1963**

Founded

**CASTELVETRO DI MODENA,  
ITALY**

Headquarters

### CORE BUSINESS SEGMENTS

Production

Distribution

Catering





## 4.4.5 Cremonini SpA - MARKET OVERVIEW

### CORE SOLUTIONS & PRODUCT OFFERINGS

Cremonini SpA has operated in the concession catering sector for over 30 years, managing multiple catering formats, such as the Bar, Cafeteria, Snacks, Sandwiches, Pizza, Fast Food, Restaurants, Self-service, and Steakhouse.

Cremonini utilizes both its own brands for concession catering, such as Chef Express, Mokà, Gourmè, Juice Bar, Gusto Ristorante, and Bagel Factory, and franchise brands, such as McDonald's, Wagamama, and Panella.

### FOODSERVICE MARKET SEGMENT

1

Market Rank

XX %

Market Share (2022)

XX

Segmental Revenue

### CATERING

### COMPANY VERTICAL

### KEY INFORMATION

The company's turnover in the restaurants and category segment reached USD 456.81 million in 2021. It served 200 restaurants and 48 catering points at 12 airports and 50 train stations, along with 1,700 vending machines in Italy.

Through its subsidiary MARR, the company serves more than 50,000 commercial and collective catering clients every year, with an assortment of 20,000 food products and an organization of 850 sales agents, a logistic-distribution network covering the entire country with 40 distribution centers and over 800 vehicles.





## 4.4.5 Cremonini SpA - PRODUCTS & SERVICES

### Popular Brands

### Description

### Popular Brands

### Description

Chef Express

Products offered under this brand include burgers, coffee, pasta, pizza, juice bars, chocolates and wines.

Roadhouse

The brand offers a wide variety of burgers, appetizers, steaks, bowls&salads, desserts and beverages.

Catering

It offers catering services in different restaurants such as the Roadhouse Restaurant, Calavera Restaurant, and Billy Tacos.





## 4.4.5 Cremonini SpA - KEY DEVELOPMENTS

Date	Type of Key Development	Details
November 2019	Partnership	The Cremonini Group's catering services are managed by Chef Express and Percassi, a major player in real estate development and the oversight of significant brands' commercial networks. Both these businesses reached an agreement to establish a benchmark provider of multi-brand catering services for the sectors of shopping centers, malls, outlets, and retail parks.





## 5 KEY STRATEGIC QUESTIONS FOR FOODSERVICE CEOs

### MARKET AND CONSUMERS

- How is the foodservice industry responding to changing consumer preferences and demands for healthier and more sustainable food options?
- What are the most significant threats to the foodservice industry, such as rising commodity prices or changes in regulations, and how can one prepare for and mitigate these risks?
- What are the biggest opportunities for growth and expansion in the foodservice industry?

### SUPPLY CHAIN

- How can supply chain resilience be ensured in the face of external disruptions such as pandemics, natural disasters, and trade disputes?
- What steps can be taken to reduce environmental impact through sustainable sourcing and logistics practices?
- What role can innovation and new technologies play in improving the efficiency, safety, and sustainability of the supply chain?

### VALUE PROPOSITION

- What emerging trends in the foodservice industry should be taken into consideration to remain competitive?
- How can technology be leveraged to enhance the customer experience and stimulate growth?
- What measures can be implemented to gain better insight into customers' needs and preferences, and customize offerings accordingly?

Mordor Intelligence's customized consulting solution can help you provide answers to these questions, based on your company's internal strategy.

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- 6.2 Sources & References
- 6.3 List Of Tables & Figures
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## 6.2 SOURCES & REFERENCES

1. Silvio Cicchi, "HOW MANY PIZZERIAS ARE THERE IN ITALY", 29 June 2022, <https://www.silviocicchi.com/pizzachef/quante-pizzerie-ci-sono-in-italia/?lang=en#:~:text=From%20the%20data%20we%20have,instead%20they%20are%20bar%2Dpizzeria.>
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- 66. VALUE SHARE OF MAJOR PLAYERS, %, ITALY, 2022





## APPENDIX 6.4. PRIMARY RESEARCH APPROACH AND KEY RESPONDENTS

<b>EXECUTIVE LEVEL INTERVIEWS</b>  <ul style="list-style-type: none"><li>• C-Suite, owners, founders</li><li>• Business unit or country heads</li><li>• Directors/VPs of sales and marketing, procurement, strategy, R&amp;D, product management and other corporate functions as required</li></ul>	<b>OPERATIONAL LEVEL INTERVIEWS</b>  <ul style="list-style-type: none"><li>• General Managers</li><li>• Sales Managers</li><li>• Marketing Managers</li><li>• Operations Managers</li><li>• Business Development Managers</li><li>• Restaurant Managers</li><li>• Regional Managers</li></ul>	<b>INDUSTRY/ NEED SPECIFIC INTERVIEWS</b>  <ul style="list-style-type: none"><li>• Foodservices market Players</li><li>• Industry Subject Matter Experts</li><li>• Industry Associations</li><li>• Industry Analysts and Consultants</li></ul>	<b>MARKET ECOSYSTEM INTERVIEWS</b>  <ul style="list-style-type: none"><li>• Market Players</li><li>• Customers</li><li>• End-users</li><li>• Agencies/Distributors/Resellers</li><li>• Retailers</li><li>• Suppliers</li><li>• Existing or potential partners</li><li>• Employees</li><li>• Regulatory agencies</li><li>• Industry associations</li><li>• Consultants</li></ul>
<b>SPREAD OF INTERVIEWS</b>	Interviews spread across regions based on regional share in the overall market [Americas: 11; EMEA: 20; APAC: 09]	<b>BLIND/ OPEN INTERVIEWS</b>	Blind interviews without revealing the sponsor of this study
<b>RESPONDENTS</b>	40 interviews covering varying profiles of experts across the entire market value chain	<b>INPUTS COLLECTED</b>	Raw data and intelligence, Insights into market dynamics, Market model and other data validations, Strategy related inputs



## TOP INSIGHTS ON FOODSERVICES MARKET



**WASEY SIDDIQUI**  
**FINANCE MANAGER**  
**DALLAS KABOB HOUSE**

- The outlet split of the below mentioned type of Foodservice in the USA:
  - Cafes and Bars: 0.25 to 0.3 Million
  - Full-Service Restaurant: More than 0.5 Million
  - Quick Service Restaurant: 1 Million to 1.5 Million
  - Cloud Kitchen: 2,000 to 3,000
- Market share by Outlet Type in the USA:
  - Independent Outlet: 60% to 70%
  - Chained Outlet: 30% to 40%
- The split between below mentioned outlets in terms of market size:
  - Independent Outlets: Close to USD 400 Billion
  - Chained Outlets: Approx USD 200 Billion



**WASEY SIDDIQUI**  
**FINANCE MANAGER**  
**DALLAS KABOB HOUSE**

- The United States Foodservice Market size is close to 600 USD Billion. And the split of market size by Foodservice Type, in 2022 was:
  - Cafes & Bars: USD 50 to 60 Billion
  - Full-Service Restaurants: close to USD 300 Billion
  - Quick Service Restaurants: Approx USD 350 Billion
  - Cloud Kitchen: Approx USD 5 Billion

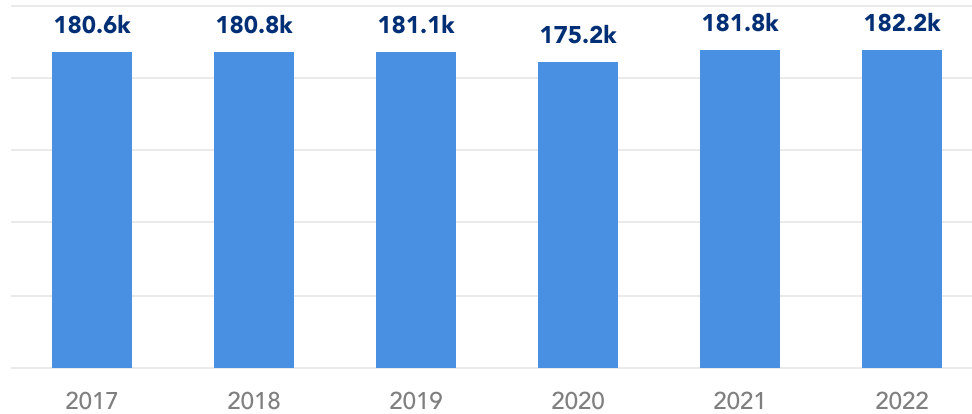




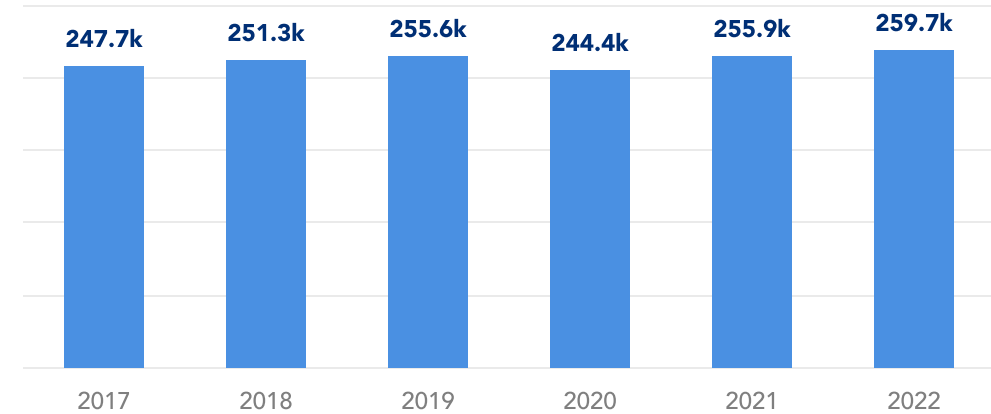


## 6.5 DATA PACK

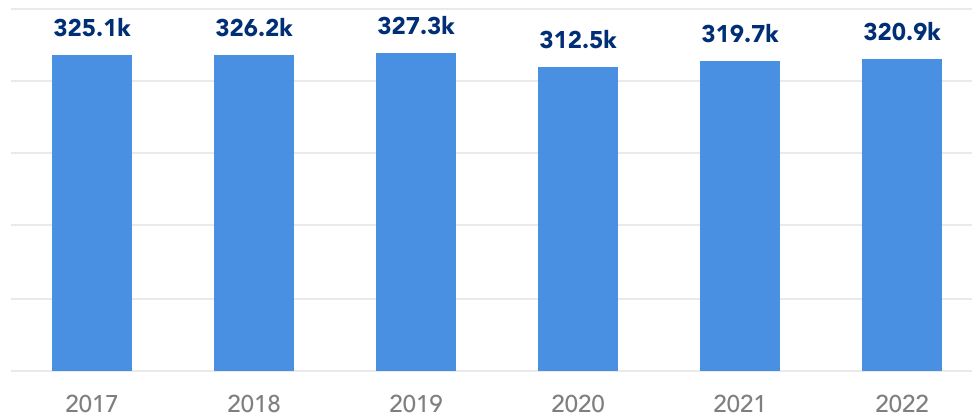
NUMBER OF CAFES & BARS OUTLET UNITS, UNITED STATES, 2017 - 2022



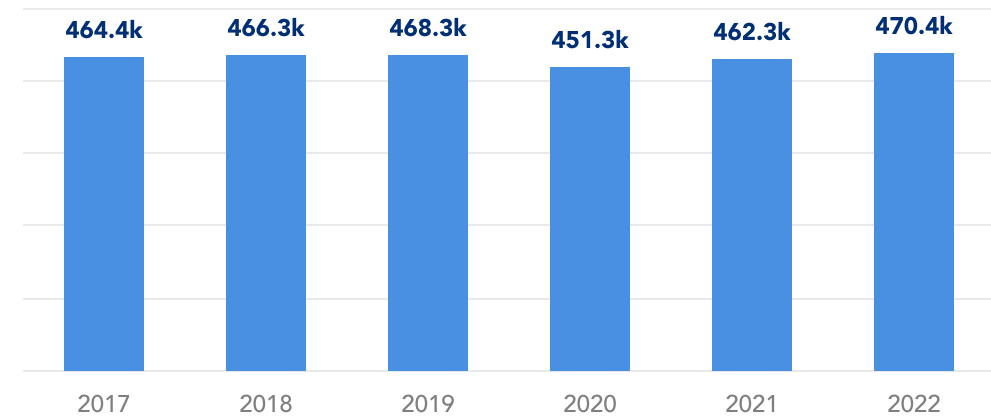
NUMBER OF CAFES & BARS OUTLET UNITS, NORTH AMERICA, 2017 - 2022



NUMBER OF FULL SERVICE RESTAURANTS OUTLET UNITS, UNITED STATES, 2017 - 2022



NUMBER OF QUICK SERVICE RESTAURANTS OUTLET UNITS, UNITED STATES, 2017 - 2022





## Glossary of Terms

S.No.	Key Terms	Meaning
1	Albacore Tuna	It is one of the smallest species of tuna found in the six distinct stocks known globally in the Atlantic, Pacific, and Indian oceans, as well as the Mediterranean Sea.
2	Angus beef	It is beef derived from a specific breed of cattle indigenous to Scotland. It requires certification from the American Angus Association to receive the "Certified Angus Beef" quality mark.
3	Asian cuisine	It includes full service offerings in restaurants that serve cuisines from cultures such as Chinese, Indian, Korean, Japanese, Bengali, Southeast Asian, etc.
4	Average Order Value	It is the average value of all orders made by the customers at a foodservice establishment.
5	Bacon	It is salted or smoked meat that comes from the back or sides of a pig.
6	Bars & Pubs	It is a drinking establishment that is licensed to serve alcoholic drinks for consumption on the premises.
7	Black Angus	It is beef derived from a blackided breed of cows that don't have horns.
8	BRC	British Retail Consortium
9	Burger (QSR Cuisine)	It is a sandwich consisting of one or more cooked beef patties, placed inside a sliced bread roll or bun roll.
10	Café	It is a foodservice establishment serving various refreshments (mainly coffee) and light meals.





## Glossary of Terms

S.No.	Key Terms	Meaning
11	Cafes & Bars	It is a type of foodservice business that include bars and pubs that are licensed to serve alcoholic drinks for consumption, cafes that serve refreshments and light food items, as well as specialty tea and coffee shops, desserts bars, smoothie bars, and juice bars.
12	Cappuccino	It is an Italian coffee drink that is traditionally prepared with equal parts double espresso, steamed milk, and steamed milk foam.
13	CFIA	Canadian Food Inspection Agency
14	Chained Outlet	It refers to a foodservice establishment that shares brands, operates in several locations, has central , management and standardized business practices.
15	Chicken Tender	It refers to chicken meat prepared from the pectoralis minor muscles of a chicken bird.
16	Cloud Kitchen	It is a foodservice business that utilizes a commercial kitchen for the purpose of preparing food for delivery or takeout only, with no dine-in customers.
17	Cocktail	It is an alcoholic mixed drink made with either a single spirit or a combination of spirits, mixed with other ingredients such as juices, flavored syrups, tonic water, shrubs, and bitters.
18	Edamame	It is a Japanese dish prepared with soybeans (harvested before they ripen or harden) and cooked in its pod.
19	EFSA	European Food Safety Authority
20	ERS	Economic Research Service of the USDA





## Glossary of Terms

S.No.	Key Terms	Meaning
21	Espresso	It is a concentrated form of coffee, served in shots.
22	European cuisine	It includes full service offerings in restaurants that serve cuisines from cultures such as Italian, French, German, English, Dutch, Danish, etc.
23	FDA	Food and Drug Administration
24	Fillet Mignon	It is a cut of meat taken from the smaller end of the tenderloin.
25	Flank Steak	It is a cut of beef steak taken from the flank, which lies forward of the rear quarter of a cow.
26	Foodservice	It refers to the part of the food industry which includes businesses, institutions, and companies which prepare meals outside the home. It includes restaurants, school and hospital cafeterias, catering operations, and many other formats.
27	Franks	Also known as frankfurter or Würstchen, it is a type of highly seasoned smoked sausage popular in Austria, and Germany.
28	FSANZ	Food Standards Australia New Zealand
29	FSIS	Food Safety and Inspection Service
30	FSSAI	Food Safety and Standards Authority of India





## Glossary of Terms

S.No.	Key Terms	Meaning
31	Full servicereastaurant	It refers to a foodservice establishment where customers are seated at a table, give their order to a server, and are served food at a table.
32	Ghost Kitchen	It refers to a cloud kitchen.
33	GLA	Gross Leasable Area
34	Gluten	It is a family of proteins found in grains, including wheat, rye, spelt, and barley.
35	Grain-fed beef	It is beef derived from cattle that have been fed a diet supplemented with soy and corn and other additives- Grain fed cows can also be given antibiotics and growth hormones to fatten them up more quickly.
36	Grass-fed beef	It is beef derived from cattle that have only been fed grass as feed.
37	Ham	It refers to the pork meat taken from the leg of a pig.
38	HoReCa	Hotels, Restaurants and Cafes
39	Independent Outlet	It refers to a foodservice establishment that operates with a single outlet or is structured as a small chain with no more than three locations.
40	Juice	It is a drink made from the extraction or pressing of the natural liquid contained in fruit and vegetables.





## Glossary of Terms

S.No.	Key Terms	Meaning
41	Latin American	It includes full service offerings in restaurants that serve cuisines from cultures such as Mexican, Brazilian, Argentinian, Colombian, etc.
42	Latte	It is a milk-based coffee that is made up of one or two shots of espresso, steamed milk, and a thin layer of frothed milk.
43	Leisure	It refers to foodservice offered as a part of a recreation business, such as sports arenas, zoos, movie theaters, and museums.
44	Lodging	It refers to foodservice offerings at hotels, motels, guesthouses, holiday homes, etc.
45	Macchiato	It is an espresso coffee drink with a small amount of milk, usually foamed.
46	Meat-based cuisines	This includes food items like fried chicken, steak, ribs, etc. where meat is the primary ingredient for the dish.
47	Middle Eastern cuisine	It includes full service offerings in restaurants that serve cuisines from cultures such as Arabic, Lebanese, Israeli, Iranian etc.
48	Mocktail	It is a non-alcoholic mixed drink.
49	Mortadella	It is a large Italian sausage or luncheon meat made of finely hashed or ground heat-cured pork, which incorporates at least 15% small cubes of pork fat.
50	North American	It includes full service offerings in restaurants that serve cuisines from cultures such as American, Canadian, Caribbean, etc.





## Glossary of Terms

S.No.	Key Terms	Meaning
51	Pastrami	It refers to a highly seasoned smoked beef, typically served in thin slices.
52	PDO	Protected Designation of Origin: It is the name of a geographical region or specific area that is recognized by official rules to produce certain foods with special characteristics related to location.
53	Pepperoni	It is an American variety of spicy salami made from cured meat.
54	Pizza (QSR Cuisine)	It is a dish made typically of flattened bread dough spread with a savory mixture usually including tomatoes and cheese and often other toppings and baked.
55	Primal cuts	It refers to the major sections of the carcass.
56	Quick service restaurant	It refers to a foodservice establishment that provides customers convenience, speed, and food offerings at lower prices. Customers usually help themselves and carry their own food to their tables.
57	Retail	It refers to a foodservice outlet inside a mall, shopping complex or a commercial real estate building, where there are other businesses operating as well.
58	Salami	It is a cured sausage consisting of fermented and air dried meat.
59	Saturated fat	It is a type of fat in which the fatty acid chains have all single bonds. It is generally considered unhealthy.
60	Sausage	It is a meat product made of finely chopped and seasoned meat, which may be fresh, smoked, or pickled and which is then usually stuffed into a casing.





## Glossary of Terms

S.No.	Key Terms	Meaning
61	Scallop	It is an edible shellfish that is a mollusk with a ribbed shell in two parts.
62	Seitan	It is a plant-based meat substitute made out of wheat gluten.
63	Self-service kiosk	It refers to a self-order point-of-sale (POS) system through which customers place and pay for their own orders at kiosks, enabling totally contactless and frictionless service.
64	Smoothie	It is a beverage made by placing all the ingredients in a container and processing them together, without removing the pulp.
65	Specialty coffee & tea shops	It refers to a foodservice establishment that serves only various types of tea or coffee.
66	Standalone	It refers to a restaurants that have an independent infrastructure setup and not connected to any other business.
67	Sushi	It is a Japanese dish of prepared vinegared rice, usually with some sugar and salt, accompanied by a variety of ingredients, such as seafood—often raw—and vegetables.
68	Travel	It refers to foodservice offerings such as airplane food, dining on long distance trains, and foodservice on ships.
69	Virtual Kitchen	It refers to a cloud kitchen.
70	Wagyu Beef	It is beef derived from any of four strains of a breed of black or red Japanese cattle that are valued for their highly marbled meat.





# FOODSERVICE - Individual Reports Available for 35 Countries and 6 Regions



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# FOODSERVICE- Our Coverage

FOODSERVICE TYPE	CUISINE TYPE	OUTLET TYPE	LOCATION TYPE
<ul style="list-style-type: none"><li>• Cafes &amp; Bars</li><li>• Full Service Restaurants</li><li>• Quick Service Restaurants</li><li>• Cloud Kitchen</li></ul>	<ul style="list-style-type: none"><li>• Cafes&amp;Bars<ul style="list-style-type: none"><li>o Bars&amp;Pubs</li><li>o Cafes</li><li>o Juice/Smoothie/DessertBars</li><li>o SpecialtyCoffee&amp;Tea Shop</li></ul></li><li>• Full Service Restaurants<ul style="list-style-type: none"><li>o Asian</li><li>o European</li><li>o Latin American</li><li>o Middle Eastern</li><li>o North American</li></ul></li><li>• Quick Service Restaurants<ul style="list-style-type: none"><li>o Bakeries</li><li>o Burger</li><li>o Meat-based Cuisines</li><li>o Ice Cream</li><li>o Pizza</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Independent</li><li>• Chained</li></ul>	<ul style="list-style-type: none"><li>• Standalone</li><li>• Leisure</li><li>• Retail</li><li>• Lodging</li><li>• Travel</li></ul>

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